

FARM TOURISM IN THE SOUTH WESTERN CAPE

By



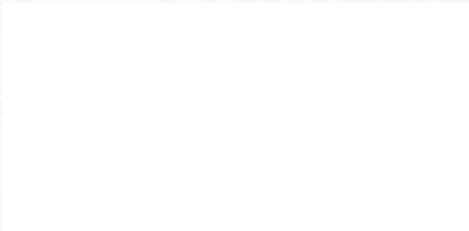
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NOVEMBER 1992

SUPERVISOR : MR PJ ELOFF

DECLARATION

I, the undersigned hereby declare that the work contained in this thesis is my original work and has not previously in its entirety or in part been submitted at any university for a degree.



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ABSTRACT

Farm tourism research in South Africa is a new field of study which falls within the realm of Leisure Geography. The diversification of existing agricultural activities to include tourism and recreation is well practiced overseas. This is especially true of Europe with France as one of the leaders in this field. Since the First South African National Farm Tourism congress held in 1987, more attention has been paid by South African farmers, tourism organisations and the general public to this new industry.

This study was conducted in a portion of the South Western Cape Winter Rainfall region. Two tracts of land were demarcated, the First Zone 35 to 45km from Cape Town station and the second 110 to 120km away.

The objectives of this study are:

- (i) to determine the recreation potential of farms from the perspective of the farmer;
- (ii) to provide insight into the functioning of an active farming enterprise;
- (iii) to study the demographic characteristics of the farmers and their families as tourist hosts; and
- (iv) to provide guidelines for the establishment and marketing of a farm tourism body at local, regional and national level.

Of the 1 026 farms located in the two zones, 162 farms (15,8%) served as the sample. The farms were selected according to the South African Terrain Inventory (SATI) and farming activity practiced. Questionnaires were distributed, resulting in a return of 102 usable questionnaires. The data was then tabulated to produce crosstabulations and frequency tables.

The most important conclusions drawn from the results of this study are set out below.

- (i) A farms' recreation potential, irrespective of product produced, depends on its location in relation to natural land and water orientated features.

- (ii) Tourism and farming can function together, although least conflict will arise if non-cultivated land is used, visitors are prewarned concerning regulations and self-catering activities are developed.
- (iii) Farm tourism has the ability to serve as an economic contributing and stabilising effect.
- (iv) Negative impacts, such as litter, loss of privacy and congestion, associated with farm tourism can be expected.
- (v) Farmers' wives are the ideal group to run the operation.
- (vi) There is a need for a non-profit national coordinating Farm Tourism Bureau.

From the research it has been established that with correct management, the farm tourism industry in South Africa will follow the example of overseas countries and flourish, especially if the domestic tourist market is accommodated.

OPSOMMING

In Suid-Afrika is navorsing oor plaastoerisme 'n nuwe studieveld en val binne die terrein van Ontspanningsgeografie. Die uitbreiding van bestaande landboubedrywigheide om toerisme en ontspanning in te sluit, is in die buiteland 'n reeds bekende praktyk. Dit is veral waar van Europa met Frankryk as een van die leiers in hierdie veld. Sedert die eerste Suid-Afrikaanse Nasionale Kongres vir Plaastoerisme in 1987 gehou is, word daar meer aandag deur Suid-Afrikaanse boere, toeriste-organisasies en die algemene publiek aan hierdie nuwe industrie geskenk.

Hierdie studie is gedoen in 'n gedeelte van die Suidwes-Kaapse winterreënvalstreek. Twee dele is afgebaken. Die eerste sone is 35 tot 45km vanaf Kaapstad en die tweede 110 tot 120km verder weg.

Die doelstellings van hierdie studie is:

- (i) om die ontspanningspotensiaal van plase uit die oogpunt van die boer vas te stel;
- (ii) om insig te verleen in die werking van 'n aktiewe boerderyonderneming;
- (iii) om die demografiese eienskappe van die boere en hulle gesinne as toeristegashere te bestudeer; en
- (iv) om riglyne te verskaf vir die totstandkoming en bemaking van 'n plaastoerisnevereniging op plaaslike, streeks-, en nasionale vlak.

Van die 1 026 plase wat in die twee sones geleë is, het 162 plase (15,8%) as steekproef gedien. Die plase is volgens die Suid-Afrikaanse Terreininventaris (SATI) en die boerdery wat daarop beoefen word, geselekteer. Vraelyste is uitgedeel waarvan 102 teruggestuur en bruikbaar was. Die data is getabelleer om kruistabellering en frekwensietabelle te produseer. Die belangrikste gevolgtrekkings wat uit die resultate gemaak kan word, word hieronder uiteengesit.

- (i) 'n Plaas se ontspanningspotensiaal, ongeag van die produkte wat daarop geproduseer word, hang af van sy ligging met betrekking tot mensgemaakte bousels en die natuurlike omgewing en waterbronne.

- (ii) Toerisme en landbou kan saam funksioneer, alhoewel konflik die minste is indien onbewerkte grond gebruik word, besoekers vooraf in kennis gestel word van regulasies en selfvoorsieningstelsels ontwikkel word.
- (iii) Plaastoerisme het die potensiaal om 'n ekonomiese bydrae te lewer en 'n stabiliserende uitwerking te hê.
- (iv) Negatiewe gevolge soos rommelstrooiing, verlies aan privaatheid, oorlading wat met plaastoerisme geassosieer word, kan verwag word.
- (v) Boervrouens is die ideale groep om hierdie soort onderneming te hanteer.
- (vi) Daar is 'n behoefte aan 'n nie-winsgewende, nasionale koördinerende Plaastoerismeburo.

Uit die resultate blyk dit duidelik dat die plaastoerismebedryf in Suid-Afrika met die regte bestuur die voorbeeld van oorsese lande sal volg en floreer, veral as die binnelandse toerismemark geakkommodeer word.

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CHAPTER ONE

THE GEOGRAPHY OF LEISURE

LEISURE

WH Davies
(1871-1940)

*What is this life if, full of care,
We have no time to stand and stare?
No time to stand beneath the boughs
And stare as long as sheep or cows;
No time to see, when woods we pass,
Where squirrels hide their nuts in grass;
No time to see, in broad daylight,
Streams full of stars, like skies at night;
No time to turn at Beauty's glance,
And watch her feet, how they can dance;
No time to wait till her mouth can
Enrich that smile her eyes began?
A poor life this is if, full of care,
We have no time to stand and stare.*

1.1 LEISURE, RECREATION AND TOURISM

"Leisure, recreation and tourism are abstractions from common experience, abstractions which only those who stand aside from that experience can perceive. The language is that of the academic and the planner rather than the participant" (Cunningham 1980 in Mathieson & Wall 1982:7). Attempts to define these concepts are legion, but no universally accepted agreement has been reached.

Kelly (1972) defines leisure as nonwork, yet he continues by saying that all nonwork is not leisure. Mathieson and Wall (1982) further expound on this and call it discretionary time which is roughly translated as free and spare time by the Oxford dictionary. Sociologists have determined that the disadvantaged feel that leisure is restricted only to the more affluent sectors of society (Chubb & Chubb 1981) while Bramham and Henry (1981:4) conclude that leisure falls within a "social democratic tradition of policy outcomes which reflect pragmatic and ideological compromises and fluctuate with changing political ideologies".

The activity of recreation, whether active (mountain climbing) or passive (photography), takes place during a time of leisure. One man's activity can however be another man's chore. Increased accessibility to recreational facilities and technology related to private car ownership, longer paid holidays and higher incomes have created a demand for recreation, a demand which was hardly evident before the Second World War. O'Riordan and Davis say that it has reached the point where "Leisure pursuits provide the focus for the modern lifestyle: for many, work is regarded simply as a necessary and generally unpleasant means of making leisure activities [recreation] financially possible" (Bull *et al* 1984:262).

Travel for enjoyment has its roots deeply imbedded in history, but tourism defined as the "mass movement of people" (Robinson 1976) or as "the relationships and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreation purposes" (Pearce 1981:1) is a relatively modern practice. Business trips include tourism although that is considered a secondary activity. Free time during the trip constitutes a reverse procedure in which the businessman becomes a tourist.

The tourism industry has escalated, second only to oil, with 128 countries in 1980 reporting a total of 280 million international arrivals and tourist spendings, approximating \$94 billion. (United Nations 1983 in Müller 1985). These figures increase at an average of 12% per annum, and with the inclusion of the Domestic market are further raised by 70 percent. In 1985, "R900 million in foreign income and R1 500 million in domestic income was generated by tourism [in South Africa]", making it the fifth largest generator of revenue, with gold placed first (Fouché & Esterhuysen 1987:4).

What is a tourist? In 1933, Ogilvie defined a tourist as someone who is absent from home for a short period and who spends money in an alternate destination to where it was earned. After a United Nations sponsored conference in Rome a "visitor" was described as "any person visiting a country [or area] other than that in which he had his usual place of residence, for any reason other than following an occupation remunerated from within the country visited (Mathieson & Wall 1982:10). Tourists were then classified as visitors, who stayed longer than 24 hours while, excursionists were classified as those staying for less than 24 hours in one place.

To conclude, the relationship between leisure, recreation and tourism is that, recreation fits entirely into leisure, which is the nonwork time available to participate in the recreation activity of one's choice. Tourism is however only a part of leisure. Business trips and related activities fall outside the leisure realm although tourism falls within. The development of tourism has widened the selection of activities and has created greater opportunities for variety.

1.2 LEISURE, RECREATION AND TOURISM RESEARCH

The study of leisure, recreation and tourism is not confined to one discipline and until recently received limited status from research foundations. Objections against researching these fields is based on seven reasons (Britton 1979):

- (i) Scholars prefer "hard" production studies;
- (ii) mass tourism is new;
- (iii) validity of statistical data is dubious;
- (iv) man the producer is easier to study than *homo ludens*;
- (v) the industry is diverse and untidy;
- (vi) research has been hindered by "conceptual fuzziness", and finally,
- (vii) the subject of leisure is rejected as a "less than proper" subject.

Those that have approached this field include psychologists, sociologists, economists, historians, geographers, physical educationalists and recently even the political scientists. Why the interest for the geographers?

1.2.1 The geography of leisure

Geography has travelled a long way from the days when it was called "... the perfect profession for the curious" (Murphy in Browning 1974:137). The criteria which constitutes acceptable geographical research are location, distance, direction, distribution patterns, land usage, relationships between man and the physical environment, spatial variability, interaction and finally human behaviour (Browning 1974).

"The geography of tourism is concerned essentially, though not exclusively, with the spatial expression of the relationships and phenomena to which short term leisure travel gives rise" (Pearce 1981:1).

A second definition: "Geography of tourism and recreation studies the territorial aspect of recreational and tourist streams, resources and facilities both as separate components and in their complex relations which result in the formation of territorial systems and regions of different class and specialization" (Bacvarov 1972 in Bacvarov 1984:71).

Arguments have arisen on where to include this field of geography? Should it fall within the boundaries of economic geography? Wolfe argues against this and says that recreation and tourism must be "liberated from the thralldom to economic geography to which it is generally sentenced", although he gives no alternate suggestion (Britton 1979:277). Smith (1983) opts for the Geography of recreation - separated into travel and resource branches, which relies on Physical and Economic geography as root subdisciplines for progress.

Considering the diversity, vibrancy and acknowledged "conceptual fuzziness" of tourism, leisure and recreation, Britton's (1979) recommendation of the "Geography of leisure" appears to be the most appropriate structure in which to conduct research into the Farm tourism industry.

Farm tourism is gaining momentum yet relies strongly on four broad categories covered by leisure, recreation and tourism research. The four sections being, environment and accessibility, economics and business, society and culture and finally planning and management (Murphy 1985). Specific topics, arranged under and transcending across the mentioned sections, have gained status in the research area. To mention a few. Distribution of users, tourism and outdoor recreation facility inventories, culture and sport inventories, measure of traffic volume, diaries and travelogues and research centered around socio-economic and psychological recreation models (Smith 1983).

The diversity of farm tourism, which discusses the relationship between recreation, agriculture, natural and man-made attractions, the tourist and the farmer, alone

necessitates that farm tourism research is not confined to a single section, yet explores all known avenues related to the theme.

1.3 BACKGROUND TO THE STUDY

Organised tourism in South Africa can be traced to 1906 when an office, run by South African Railways, was opened in London. The Kruger National Park, established in 1926, further stimulated tourist movement from Europe to South Africa (Heath 1988). Since the early days, tourism has escalated and become, as previously mentioned, a large generator of income (Fouché & Esterhuysen 1987).

In 1983, due to the merging of SATOUR, the Hotel Board and the Department of Trade, Commerce and Industry, the South African Tourism Board was established (Van der Merwe S 1985 in Heath 1988). Tourism was subsequently arranged and organised on a regional level. Government funding was also made available to promote South Africa's image both locally and abroad. Improved co-ordination between the development regions should emerge due to Heath's (1988) observations and recommendations layed out in the thesis, "The Nature and Extent of Regional Tourism Marketing and Planning in South Africa".

Farm tourism, the most recent addition to South Africa's tourism industry, is developing at isolated and local levels rather than on a regional scale. The South Western Cape, which falls within the Western Cape Development Region, was demarcated as the area in which to pursue an investigation into farm tourism in this country.

Farm tourism, for the agricultural sector, can serve as an economic stabilising factor. Furthermore, it creates an opportunity for outdoor recreation areas to extend onto normally inaccessible private property, (the farm) as well as providing tourists with the opportunity to spend leisure time in an unique environment.

The supply of recreation attractions depends on demand, and South Africa, currently facing political change can possibly expect an increase in international and domestic tourist figures. Lifted sanctions, abolishment of apartheid laws, acceptance into the Olympic arena, desired hosting of the Games and continued distrust of the Middle East as a tourist destination can only promote a more positive

attitude towards utilising a dormant supply brooding in South Africa. In 1983, 704 444 tourists visited South Africa and this is expected to reach 2 million by the year 2000 AD.

An increase in the size and interest of the Black tourist market will result in a ballooning of domestic tourist figures. Conservative estimates profess that the expected domestic tourist market will tally in the region of 900 000 people by the turn of the century (Müller 1985).

An increase in tourist figures alone does not constitute an increase in demand. Western workers accumulate approximately 5 hours per day (more on weekends) once existence and subsistence time has been deducted (Bull *et al* 1984). This increase in leisure time has enabled man to more frequently pursue activities of his choice. In Britain alone, over 37 million tourists visit the countryside per year. By comparison 78,3% of the Whites representing the Cape Metropolitan area go on excursions and holidays to recreation areas in the Western Cape (Taylor V 1984). As demand for tourism increases, a need for alternate destinations, such as the farm, will increase to keep pace with the growing demand for accommodation units and alternate recreation attractions.

This study focuses on the supply of farm tourism and does not concentrate on demand. This does not imply that the demand side of the scale is of less importance. On the contrary, it is a challenging topic to consider for future research.

1.4 PURPOSE OF THE STUDY

The general aim of the study is to make a contribution to the economy and the people of South Africa, by highlighting the role that the infant, rural, farm tourism industry can play. To be specific, the objectives are:

- (i) To determine the recreation potential of farms, varying in distance from Cape Town, from the perspective of the farmer, in the South Western Cape;
- (ii) to study the demographic characteristics of the farmers and their families as tourist hosts;

- (iii) to provide insight into the functioning of an active farm enterprise, and
- (iv) to provide guidelines, under the auspices of the South African Tourism Board and the Agricultural Union, for the establishment and marketing of a national farm tourism industry at local and regional levels.

In order to achieve these objectives, it is necessary to develop a specific research framework.

1.5 THE RESEARCH FRAMEWORK

A schematic research framework, based on De Necker (1987) and Van der Merwe's (Van der Merwe JH 1989) recommendations is used to illustrate chapter sequence and topic development (Figure 1.1).

Chapter One defined concepts describing the geography of leisure. Furthermore, it provided a theoretical foundation for the research objective, based on a literature review. A brief glimpse at the multi-disciplinary approach to recreation and tourism was presented, followed by the spatial uniqueness that geography offers to this industry. The chapter closes with a sketch of the forthcoming chapters.

Technical matters relating to survey orientation, execution and results is dealt with in Chapter Two. Exclusion of this chapter would result in a spineless dissertation based on unscientific method.

Chapter Three is primarily concerned with the demographic character of the host family potential involved in farm tourism. Language, education levels, goals and values, rural home industries and family involvement in outdoor recreation are investigated.

The farm as an agricultural enterprise is outlined in Chapter Four. Land value, ownership rights, size of property and produce farmed, are a few of the themes discussed. It is necessary to include this chapter because of the unique nature of the "farm" (a private land unit) in farm tourism.

FARM TOURISM IN THE SOUTH WESTERN CAPE		
INTRODUCTION: GEOGRAPHY OF LEISURE	Literature review Problem formulation Research framework	Chapter 1
TECHNICAL BACKGROUND	<u>Research design:</u> Survey orientation Data sources Survey technique and execution	Chapter 2
DESCRIPTION AND EVALUATION	<u>Farmer as host</u> Demographics	Chapter 3
	<u>The farm system</u> Regional classification Produce	Chapter 4
	<u>Farm: Recreation Unit</u> Natural attractions Man-made facilities Accessibility Rural tourism	Chapter 5
	<u>Farm-based holidays</u> Beneficiaries Diversification Accommodation Marketing	Chapter 6
SYNOPSIS	Summary Conclusion Recommendations Future research	Chapter 7

Figure 1.1 Research framework

Farms not only produce food, but double as alternate recreation destinations for tourists. Chapter Five therefore describes the farm as a recreation resource base under the divisions: natural land and water based attractions and man-made facilities.

Farm tourism benefactors; entertainment programs; right of admission; negative impacts of farm tourism; marketing strategy and the charm of farm based holidays are the topics that feature in Chapter Six.

Chapter Seven, provides, a summary of results, recommendations for future research and draws possible conclusions to be implemented in the development of a farm tourism industry in South Africa.

1.6 CONCLUSION

The foregoing introduction has attempted to announce that farm tourism is a unique, new and challenging branch of recreation and tourism. By no means are South African geographers exempted from studying this field - they are in fact encouraged to do so. It is therefore important to stress the role of geography and geographical research in tourism issues. It is trusted that the research undertaken in the South Western Cape will not only uplift farm tourism, but that it will encourage further interest by geographers in this highly volatile industry.

CHAPTER TWO

FARM TOURISM QUESTIONNAIRE SURVEY

In the interest of the potential and future of farm tourism in South Africa, it was necessary to gather information concerning specific issues from a sample of farmers. These were social characteristics, the agricultural sector in which they function and the recreation and tourism possibilities of farms in the South Western Cape. Once information is tabulated and mapped, relationships, tendencies and conclusions can be drawn, following the inductive research approach, which will determine the logical direction to pursue for the future development of this largely unexplored branch of tourism. This chapter outlines the steps progressing through the survey design, execution and data analysis.

2.1 PRE-SURVEY CONSIDERATIONS

A pre-survey checklist of five factors was drawn up to prevent mishaps occurring during advanced stages in the research process.

Firstly, specified data requirements must be drafted (2.1.1). Relevant primary and secondary sources are then consulted to ensure that the research topic remains clear and well defined (2.1.2). Thirdly, the study area must be demarcated and the field survey undertaken therein. This is to prevent exploring unnecessary areas outside the survey region (2.1.3). The sample, a fourth factor, must be designed and selected in a manner that removes bias tendencies (2.1.4), and that a systematic approach to the field survey (2.1.5) is promoted (De Necker 1986 & Sheskin 1985).

2.1.1 Clarification of data requirements

The supply of farm and rural tourism located in the South Western Cape is directed at two tourist demand groups, namely the domestic and international markets (Figure 2.1). The domestic market is centered on attracting holiday makers from the Cape Town Metropolitan Area (local domestic market), the Western Cape (regional domestic market), the Cape Province (provincial domestic market) and South Africa in her entirety (national domestic market). The rest of the travelling world is classified as the international market.

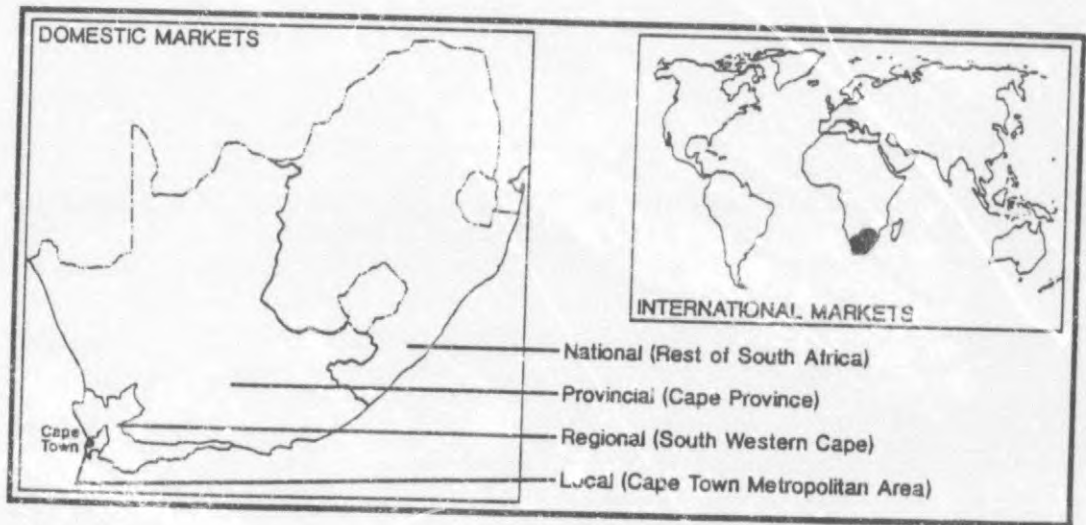


Figure 2.1 Domestic and international tourism markets

There is a demand for new and alternative holiday destinations (day excursions, bed-and-breakfast and extended packages), especially for those specialising in, and catering for the budget of a broader sector of existing and future holiday makers (Argus, p. 5, 2 November 1988).

Cape Town is aiming to increase her share of the South African Tourist market from twenty (20%) to thirty percent (30%) by the year 1995. During the 1988/1989 tourist season an additional 650 000 tourists were expected to flood Cape Town and the surrounding areas. These figures, and the fact that the tourism season was extended in 1988 from two months to six months, through active advertising nation wide, serves as an indication that more accommodation is needed to absorb the projected increases. Attention is therefore directed towards holiday accommodation units and recreation activities on farms (Argus, p. 6, 13 December 1988).

Information had to be gathered concerning the farm as destination and the farmers, as decision makers, in order to determine the scale, variety and availability of these possible holiday destinations. In order to assess the recreation potential, availability and standard of existing and potential accommodation units, distance variables,

negative factors linked to tourism, farming types and the farmers' opinions, information was gathered from primary and secondary data sources.

2.1.2 Sources of farm tourism data

Information is drawn from primary and secondary data sources. Briefly defined, primary material (interviews, field studies and questionnaires) is gathered and analysed, by the researcher, in its original form, whereas factual accounts concerning analysed and documented subjects found in books, articles, reports, briefings and letters is characteristic of secondary sources (Haring & Lounsbury 1978:34). For this research task both information sources were used.

Due to the pioneering nature of farm tourism research in the South Western Cape, secondary sources were relied on to formulate a questionnaire directed at gaining insight concerning the farmer, in the role of decision maker, and, the farm, from an agricultural and recreational perspective. The secondary material was gathered firstly from articles and books focused across a broad spectrum of topics relating to recreation, agriculture and tourism, before concentrating on specific relevant issues with respect to farm tourism. Secondly, the Farm Holiday Bureau based in England was contacted for information pertaining to the policies and goals applied in their business. Thirdly, in August 1987, The First National Farm Tourism Congress was attended, to obtain information relating directly to the South African situation. The information was then used to aid the demarcation of the study area's boundaries.

2.1.3 Demarcation of the study area

The field survey was conducted in a portion of the South Western Cape Winter Rainfall region (Figure 2.2). Two tracts of land (10km wide), with Cape Town railway station as centre (Highest Land Value Index), were demarcated, the first, 35 to 45km from the HLVI and the second tract 110 to 120kms away (Van der Merwe, JH 1980). The use of two tracts instead of the whole area was based on the following considerations:

- (i) The distance tracts (direct, not road distance) were calculated in accordance to Clawsons User- and Intermediate orientation zones, for rural recreation uses (Table 2.1). The first zone (35 to 45km), located close to the Cape

Town Metropolitan area, is suitable for day excursions and overnight stays while the second zone is ideal for weekend trips and longer holidays (Clawson & Knetsch 1969).

Table 2.1 Classification of rural recreation uses

	User-oriented	Resource-based	Intermediate
	ZONE ONE: 35-45km		ZONE TWO: 110-120km
General location	Close to whatever resources are available	Where outstanding resources are found: may be distant from most users	Best resources within limited distance from users
Major type of activity	Games such as golf, tennis, swimming, picnics, walks, rides and childrens play areas	Scenic and historical sightseeing, hiking, camping, fishing and hunting	Camping, picnics, hiking, hunting and fishing
Period of main use	Day outings and leisure	Holidays	Overnight and weekends
Size of areas	1-100 acres	Some to many thousands acres	100 - several thousand acres

100 acres = 40,5 hectares

Source: Clawson & Knetsch (1969) (Adaption)

- (ii) The Winter rainfall region, divided into the Boland, Swartland and South Coast sub-regions, was further sub-divided into smaller farming regions. These were then grouped according to the six dominant farming activities practiced in the different sub-regions. This was decided on in order to differentiate between the zones and the farm activities when compared for their farm tourism potential. The six farm activities are: grape-; deciduous fruit-; mixed farming-; small grain-; livestock and grain- and livestock farming (Elsenburg 1985).

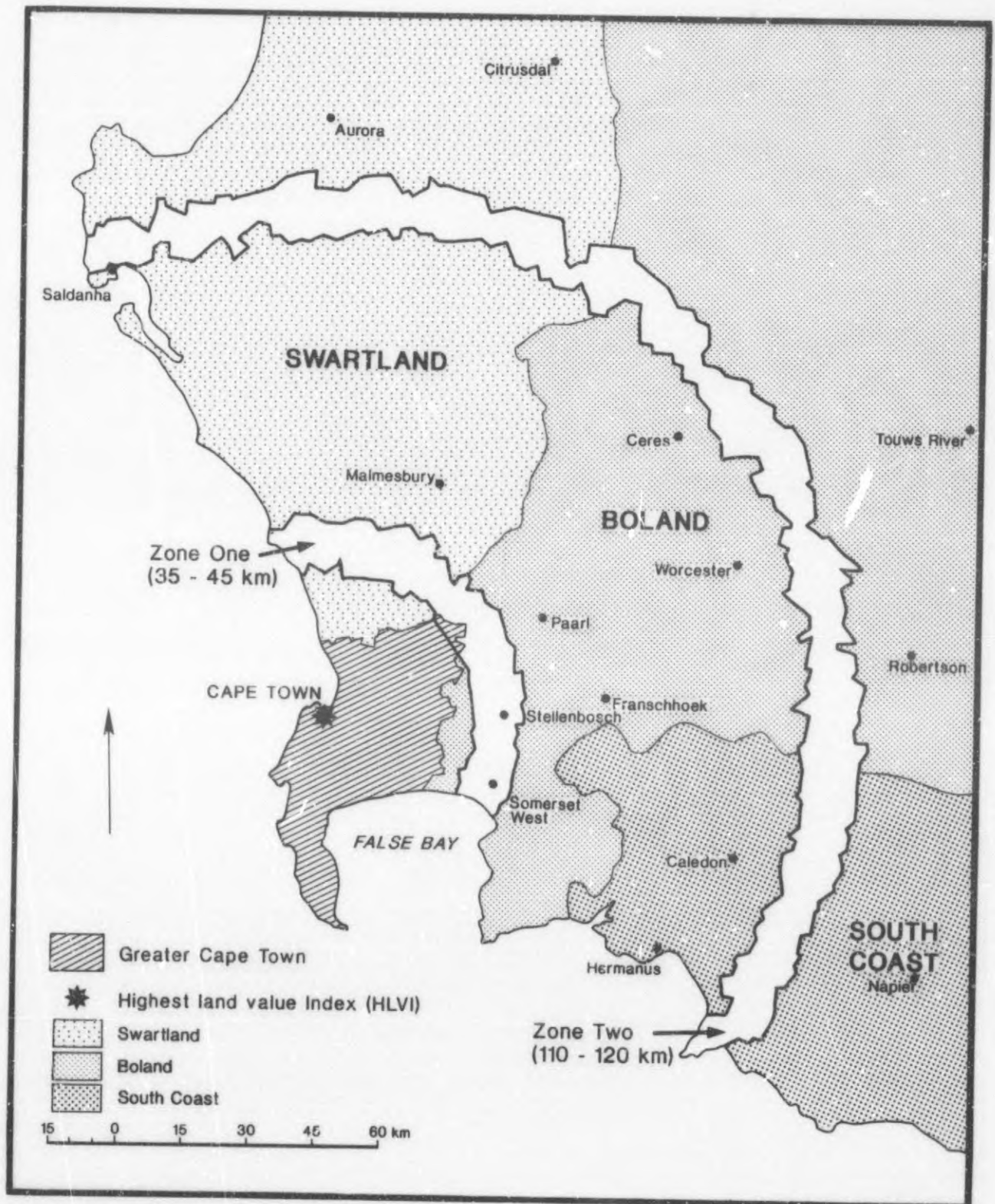


Figure 2.2 Zonal demarcation of the South Western Cape farming regions

- (iii) The South African Terrain Inventory (SATI) was used to ensure that not only the relationships between farming activities and distance were examined, but that the significance of recreation potential as an important asset of farm tourism was recognised (RSA 1980). A discussion on the method of implementing the SATI classification system into the study follows in Section 2.1.4 and Chapter 5.
- (iv) The Western Cape is too vast an area to consider as an individual undertaking for the purpose of either a doctorate thesis or a masters dissertation (Taylor V 1984).

2.1.3.1 Zone One (35 to 45km)

Zone One (35 to 45km) stretches from Jacobs Bay on the West Coast, across the grain lands of Atlantis and Philadelphia to the foot of Perdeberg, side stepping Paarl and edging through Klapmuts to reach the mixed farming areas of Stellenbosch. It progresses through this historic and university town to the winelands sketched against the mountain slopes of Somerset West, finally ending its course at Strand in False Bay.

The mountains in the area provide a predominantly viewing rather than an activity related emphasis. There are 507 farms in the tract, covering an area of 92 950ha. This zone, in accordance with Clawsons Classification, is aimed at attracting day excursionists, as it is within one hour's traveling time from the Cape Town Metropolitan area.

2.1.3.2 Zone Two (110 to 120km)

Stretching from Morrisons' Point near Saldanha Bay, the Second Zone (110 to 120km) advances in a northerly direction through Vredenburg, across the Berg River to Piketberg and De Hoek. The Grootwinterhoek and Skurwe Mountains are crossed to reach the picturesque Prince Alfreds Hamlet and the Ceres deciduous fruit areas located in the Warm- and Kouebokkeveld. Export table grapes of the Sandhill and De Doorns farming regions are guarded by the Hex River mountains as the arc progresses south across farm lands between the towns of Worcester and Robertson, before reaching the Breë River and Riviersonderend mountain range.

Greyton and Genadendal are encountered along the final stretch through the Caledon grain land district until Stanford and Gans Bay are reached, marking the end of the second tract at Walker Bay.

The presence of mountains, characteristic of the north and north eastern areas of the zone, provide the potential for activity and viewing orientated emphasis to be explored. Within this zone 519 farms are registered, covering an area of 274 200 hectares. This zone is directed mainly at providing weekend and holiday attractions and accommodation sites.

Water related activities will be limited to private farm dams and the larger water bodies under the jurisdiction of the Parks and Forest and Nature Conservation Departments. An expanse of water should measure at least 25ha in order to ensure that it can comfortably support a variety of water recreation activities (Taylor V 1984). The South Western Cape lacks large water bodies, excluding for example the Clanwilliam, Voëlvrleidam, Theewaterskloof and Steenbras Dams, but then, the rich coastline is a more versatile body of water, when viewed from a recreation perspective.

Comparing the average size of Zone One (326ha) to Zone Two (1 154ha) farms, a typical Von Thünen characteristic is highlighted, namely that an increase in distance from a city results in an increase in the average size of farms as the major production patterns change from intensive to extensive farming. Demand, soil, transport routes, modern agricultural techniques and the position of rural towns disrupt the rigid concentric patterns, but the basic components of the theory still remain (Haggett 1979).

2.1.4 Sample design

To obtain a representative sample, a table was constructed, cross tabulating farm activities with recreation potential (SATI), so as to allocate a code to each of the 1 026 farms located in the study area. A code representing a Zone One (Z1) deciduous fruit farm (4) with a Class 3 (3A) recreation activity based capability potential was written as Z1/4/3A (consult Table 5.1 and Section 5.2 for more specific information pertaining to class division). When all the farms were coded

and arranged into cells, a 15% random sample of each cell was drawn. The sampled farms then served as the respondents for the field survey (Table 2.2 and 2.3).

Table 2.2 Survey sample of Zone One farms

Farming activity	South African Terrain Classification						Total
	2A	3A	3VA	3V	4V	5V	
<i>Intensive</i>							
Grapes	1	-	2	2	1	-	6
Deciduous fruit	-	-	1	-	2	-	3
Mixed farming	-	2	7	17	14	-	40
<i>Extensive</i>							
Small grain	-	-	-	-	9	7	16
Livestock-grain	-	1	-	-	1	7	9
Livestock	-	-	-	-	5	-	5
Total sample	1	3	10	19	32	14	79

- (a) 507 farms are located in this zone, of which 79 were selected to serve as the sample.
- (b) A 15% sample of each cell was used.
- (c) 2A represents a Class 2 activity orientated capability class.

Table 2.3 Survey sample of Zone Two farms

Farming activity	South African Terrain Classification							Total
	2V	3A	3VA	3V	4V	4VA	5V	
<i>Intensive</i>								
Grapes	11	3	-	2	4	1	-	21
Deciduous fruit	-	-	2	-	3	1	-	6
Mixed farming	-	1	1	5	2	1	-	10
<i>Extensive</i>								
Small grain	-	2	1	-	11	1	1	16
Livestock-grain	-	2	-	-	1	2	16	21
Livestock	-	-	1	-	1	2	5	9
Total sample	11	8	5	7	22	8	22	83

- (a) 519 farms are located in this zone, of which 83 were selected to serve as the sample.
 - (b) A 15% sample of each cell was used.
 - (c) 2V represents a Class 2 viewing orientated capability class.
- (See Annexure A for the original number of farms located in the two zones).

Originally 1 026 farms were present in the tracts, therefore 15% would mean a sample of 154 (153,9) respondents, however, due to the arithmetical rounding off of values, an effective sample of 162 farms (15,8%) were extracted (79 from Zone One and 83 from Zone Two) to represent the South Western Cape farmers.

2.1.5 Choice of field survey technique

Once respondents have been selected, the remaining step is to distribute questionnaires in an orderly and statistically correct manner. It is essential that a field survey technique be chosen that guarantees a maximum return rate and is compatible to the research task. This step was difficult considering the study area consisted of 367 150ha and many of the farms were dispersed, especially in the Caledon, Piketberg and Vredenburg districts. The method chosen entailed visiting all the selected farmers, and completing the questionnaires in the presence of the researcher. A detailed description of this process is given in Section 2.3.

2.2 SURVEY EXECUTION

Data acquisition in the form of a questionnaire is aimed at gathering primary information from a selected sample of respondents, analysing and coding this data and finally presenting it in either tabulated or mapped form. Data pertaining to farm tourism in the South Western Cape is virtually non-existent, a questionnaire was therefore designed in accordance with the above and on the recommendations set out by Durrenberger (1971), Haring & Lounsbury (1975), Robinson (1980) and Sheskin (1985).

2.2.1 Questionnaire structure and administration

An eight phase development process for questionnaire design, layout, structuring and preparation was designed by Sheskin (1985), yet adapted by the researcher on the basis of specifications and recommendations proposed by the writers listed in Section 2.2.

The first phase was to determine what data was needed yet unobtainable from other sources (Table 2.4). Four categories were chosen for further investigation, namely:

Table 2.4 Questionnaire structure and development

<div>1 LIST DATA OBJECTIVES</div> <div>2 OUTLINE FINAL REPORT</div>	Farm: Agricultural unit Recreation resource base Farmer: Demographics View of farm tourism
	Cross tabulation: Eg. Relation between farm size and value Frequency tables: Eg. Language
<div>3 DRAFT PRELIMINARY QUESTIONNAIRE</div>	Literature: Tourism related Questionnaires: Assortment Conference; NTAC Bloemfontein
<div>4 SUBMIT QUESTIONNAIRE FOR CRITIQUE</div>	Lecturers familiar with and involved in the research project
<div>5 IN-HOUSE TEST EVALUATIVE DISCUSSION</div>	Lecturers Students
<div>6 INSTITUTE CHANGES AND RECOMMENDATIONS</div>	Structure: Wording and order Translation: Bilingual
<div>7 PILOT STUDY</div>	Farmers
<div>8 PRINTING OF FINAL QUESTIONNAIRE</div>	Format: Covering letter, nine A4 pages, bilingual
<div>9 FIELD SURVEY</div>	Survey: Personal interview Method: Drop-and-collect Drop-and-mail

- (i) Household characteristics;
- (ii) the farm as an agricultural unit;
- (iii) the recreation potential of the farm and,
- (iv) the farmer's attitude towards farm tourism.

In phase 2, an outline of the final report and expected tabulations was essential to ensure that relevant questions were included.

The third phase entailed drafting of a preliminary questionnaire using secondary data from relevant literature, questionnaires related and unrelated to farm tourism (Coetzee (1984), De Necker (1987), Goosen (1982), Taylor V (1984), Oosthuizen (1982)), papers read at the First South African National Farm Tourism Conference and information from the Farm Holiday Bureau in England. The questionnaire was divided into the four sections stated in Phase 1, with factual questions concerning age, education and language constituting household characteristics and attitudinal, open-end and close-end questions submitted in the remaining three sections.

Lecturers familiar with the research project were asked to pass critique on the questionnaire (Phase 4) and an in-house test was then undertaken for evaluative purposes. People (geography staff and students) unfamiliar with the research were then appointed to pass judgement (Phase 5).

Changes and recommendations (Phase 6) were considered concerning wording, style and the progression of questions, in order to promote fluidity in the final draft. Phase 7, the pilot study, was conducted, bringing the target group, the farmers, into the picture, with the intention of eliminating any final pitfalls which may have been present in the content of the questionnaire.

At the completion of the various stages of checking and rechecking - the questionnaire was translated and coded. A covering letter was prepared, listing the objectives of the study and describing the manner in which the questionnaire was to be completed. Blocks and lines were drawn on the questionnaire and instructions clearly listed to ensure the respondent had absolute clarity on where and how to answer the 36 questions. The final draft was printed back to back on A4 paper (Phase 8) and then prepared for circulation to the farmers (Phase 9).

2.3 RESULTS OF THE SURVEY

The following section involves a discussion concerning the field survey's - technique, response rate and limitations.

2.3.1 Field survey technique

During the course of the survey the number of surveyed farmers decreased from 162 (15,8%) to 152 farms (14,8%) owing to various factors.

- (i) Three farms were re-zoned into residential areas;
- (ii) four farms were found in a run down and desolate state;
- (iii) two merged to become the site for a construction company, and
- (iv) two farms were sold and combined to become one.

A few difficulties were experienced on the field trip. Farmers, businessmen in the true sense, could sometimes ill afford to take the time to complete the questionnaire in the presence of the researcher. This was especially true for the grain farmers who were involved in harvesting. Each situation was then regarded as unique and the survey technique adjusted to comply to the given situation. Three methods were adopted regarding the method of returning the completed questionnaires, namely:

- (i) A personal interview with the respondent;
- (ii) drop-and-collect, and
- (iii) drop-and-mail.

The following are the advantages of these methods:

- (i) The researcher was privileged to personally meet a very important and special group of the South African population, otherwise, they would have remained mere statistical variables in a vast data base;
- (ii) with the introduction of the computer age and satellite imagery, research can be performed without necessitating a visit to the study area that is being 'academically' analysed. To see the rolling wheat fields of Caledon enabled

- the research task to be an even greater impressionable experience;
- (iii) there is a high response rate;
 - (iv) opportunities are created to discuss the questionnaire.

A disadvantage, is the high costs involved.

2.3.2 Survey response rate

The survey response rate was good. A total of 152 questionnaires were distributed and 112 returned (73,7%), though, only 102 (67,1%) were usable (Table 2.5). Spoilt questionnaires were discarded on grounds of incompleteness, indecipherable handwriting, or arrival too late for inclusion in the data base.

Table 2.5 Summary of the response to the questionnaire survey

A.	Original sample of farms	162
	(15,8% of the 1 026 farms in the study-area)	
B.	Revised sample of farms to which questionnaires were taken	152
	Less deletions:	10
	Rezoning of farm land (residential and industrial)	3
	Farmers unavailable	3
	Farms uninhabited	4
C.	Final sample of farms visited	152
1.	Unusable questionnaires	50
	Poorly completed	3
	Indecipherable	2
	Returned too late	5
	No reply	40
2.	Usable questionnaires	102
	Personal interview	27
	Drop-and-collect	13
	Drop-and-mail	62
Total return rate		73,7%
Total return rate of usable questionnaires		67,1%

The high return rate can be ascribed to five factors. Firstly the manner in which the field work was undertaken. It was desired that the questionnaire be completed by the respondent in the presence of the interviewer, but this method at times appeared to be unsatisfactory, as some farmers found it inconvenient to spare the time as no prior appointments were made. Using the personal interview method, 26,5% of the usable questionnaires were completed. The drop-and-collect method was employed in areas in and around the researcher's home town - an area easily accessible for return visits. A total of 12,7% of the usable questionnaires were returned in this manner. The third method of data collection was drop-and-mail. The farmers were visited on their farms and the procedure explained, therefore only requiring that the questionnaire be completed and returned in the provided franked envelope. A total of 60,8% of the questionnaires were returned by this method.

A second factor that could have attributed to the high return rate was that an introductory letter accompanied the questionnaire briefly stating the objectives of the research task. Thirdly, the target group was homogeneous, consisting only of farmers.

Fourthly, the questionnaire was well structured, topical and comprehensive and could be completed with ease. It consisted of 9 pages where mainly either ticks or comments were required. It was also bilingual in presentation and thereby catered for both the English and Afrikaans speaking farmers.

Finally, the uniqueness of the research topic and the recent media coverage of farm tourism could have prompted a higher return rate than was expected. The majority of the farmers however, indicated that they had previously never considered the concept of farm tourism.

2.3.3 Survey limitations

A few queries can be raised concerning the validity of the survey results. Firstly, should the response rate be calculated from 152 or the initial 162 questionnaires (it was calculated from 152)? Secondly, the use of open-end and attitude questions can lead to misinterpretations by the respondent, so is it wise to incorporate them, or should a questionnaire only consist of closed-end and factual questions? An example is question 36a where the instructions were not clear. The problem with

closed-end questions arises when the perception of the researcher is limited, especially if the study is in the pioneering stage, concerning what should be included without being biased or hindering the respondents contribution.

The arrival of the first questionnaires started the coding process. An extra coding value was included to indicate the differences between the perceptions of the farmers participating in some form of rural tourism to those who had not been involved. The coded data was then transferred on to the mainframe univac computer system where statistical calculations were performed using the SAS computer programme.

2.4 CONCLUSION

An influx of domestic and international tourists and day excursionists to the Cape Metropolitan area and surrounding regions has resulted in attention being directed towards supplying alternate yet affordable accommodation and recreation sites to lessen the demand on existing facilities and natural regions.

With attention being focussed on farm tourism, a questionnaire was designed and distributed to 162 farmers residing in two demarcated zones located in the South Western Cape. The questionnaire was aimed at gathering information concerning household characteristics, the farm as agricultural unit and potential recreation site, and, the farmers attitude towards farm tourism.

Methods adopted for the distribution process included personal interviews, drop-and-collect and drop-and-mail. The response rate was good. Usable questionnaires (102) were then coded and included in the data base from which frequency tables and crosstabulations were drawn.

Chapter Three will focus on the farmer in the role of family man, decision maker and steward of the land.

CHAPTER THREE

FARMERS' HOUSEHOLD CHARACTERISTICS

The common denominator existing between farmers is that they are stewards of the land - sowing and reaping for the food tables of local and overseas markets. The bond ends there, because as soon as socio-economic factors (age, education level, language, career choice, wife's role, size of farm, products produced and right of ownership) are added to the "character melting pot", a unique image for each farm and farmer then emerges. Certain trends and relationships are however comparable.

The purpose of this chapter is to indicate, with the aid of various studies, what factors can or might influence the farmers choice in diversifying original farming activities to include a recreation-cum-tourism-element. A farm from the recreationist's viewpoint may be ideal, but unless the farmer and his family have the same vision, it would be pointless to pursue the challenge.

3.1 AGE COMPOSITION OF THE FAMILY

In France, where farm tourism (*gîtes*) is entering its 35th organised year, young farmers (35 years of age and younger) are given the chance to diversify by being offered favourable grants and loans, far more beneficial than those made available to their older counterparts (Frater 1983).

Older farmers can be more sceptical to advances in agricultural technology as is illustrated in the Duineveld region of the South Western Cape. Could this scepticism flow into, and block attitudes towards farm tourism? (Agricultural Development Report South Coast Sub-Region 1985:106).

Based on Frater's (1983) observation, it would be expected that farmers, in the South Western Cape, falling in the specified age bracket, would, with opportunities provided, enter into the farm tourism market. Organisers with information regarding age structure and recreational resources (natural and cultural) could target this group, earmarking them for financial support and individual marketing strategy.

Unfortunately, when the questionnaire was drafted the family's age composition was required, the farmer's age *per se* cannot be distinguished from the rest of the household. The following discussion is therefore based on the age composition of the household as a family (Table 3.1).

Table 3.1 Age composition of the family

Zone	Age Category											TOTAL
	Children				Adults					Senior Citizens		
	< 6	6 - 12	13 - 18	sub total	19 - 30	31 - 40	41 - 50	51 - 60	sub total	> 60	sub total	
One	37,3	45,0	34,7	39%	46,4	50,0	28,3	76,2	48,8	88,2	88,2	46,7
Two	62,7	55,0	65,3	61%	53,6	50,0	71,7	23,8	51,2	11,8	11,8	53,3
Total	51	40	49	140	56	60	53	42	211	17	17	368

The study area is represented by 368 people (102 families), of which 140 (38%) are pre-school to school going children. The farmer's "active years" (19 - 60 years), where full time farming is practised, consists of a group of 211 (57,3%) people. This is not the number of farmers, but people falling within this age category. It could consist of a farmer, his wife and three children, in other words the data for age lacks a degree of clarity.

Comparing Zone One to Zone Two: There are 54 (39%) and 86 (61%) farm children residing in each zone respectively. It would be ideal to reach this group, in their early years, to educate them concerning the principles of farm tourism, especially those in Zone Two, who are located further away from academic institutions, information centres and cross communication with Cape Town. This zone would be predominantly targeted for weekend and holiday accommodation, so an informed and open minded future farmer could be more receptive to the idea than an uninformed one. Not only would it be beneficial for the farm children to be informed concerning aspects of tourism but this practice could be extended to all scholars, by incorporating tourism into the multi-faceted field of school geography.

The age category 19 - 40 years is evenly spread between the zones, yet ages 41 - 60 years display some interesting phenomena. In category 41 - 50 years, there are more people in Zone Two than Zone One (72% and 28% respectively), while the opposite occurs in the age group 51 - 60 years (Zone One, 76,2% and Zone Two, 23,8%). The reason for this distribution is unknown.

Seventeen people (4,6% of the total) over the age of sixty represent the senior citizens for the study area. The common practice in farming is to hand the farm over to the sons who continue the business, maintaining the family business. They themselves stated that they are "too old" to accept a new challenge such as farm tourism, "rather leave it to the younger farmers".

Following trends in France, it would more than likely be the younger farming generation, provided with sufficient information and incentives, who would pursue and enter the farm tourism industry.

3.2 EDUCATION LEVEL

Tourism, like farming, is demanding. Emphasis shifts from being focussed primarily on food production to the added service of tourism and tourist management. Education at post matric level will be important for the farmer who wishes to embark on, and spread his attention to farm tourism. It is the better educated farmer who will diversify.

Table 3.2 Education level of the farmer

Education level	Number of respondents	Percentage of respondents	Percentage of total
Below matric	8	7,8	38,2
Matric certificate	31	30,4	
Technicon diploma	7	6,9	57,9
Agricultural diploma	16	15,7	
University degree	36	35,3	
Other	4	3,9	3,9
Total	102	100,0	

Research in the South Western Cape revealed that 57,9% of the farmers possess post-matriculation qualifications obtained from technicons, agricultural colleges and universities. It is this group who will most likely be attracted to a new enterprise. Of the remaining respondents, 38,2% possess a scholastic record (7,8% of a pre-matric level and 30,4%, a matric certificate) as their highest academic level of achievement (Table 3.2). The category "other" was completed by 3,9% of the respondents.

To conclude, in today's rapidly advancing world, it is necessary to stay abreast of new ideas and developments, and this is especially extended to the agricultural world concerning farm tourism.

3.3 LANGUAGE

"Language exercises a decisive influence on the composition and distribution of inter-communicating social units - on who talks to whom - and thus on the activities in which men are able to participate in groups (Wagner 1958:86)".

The linguistic and cultural impact of the host on the tourist and vice versa is a research field scarcely investigated, as it is difficult to separate these effects from other factors that may influence a community, such as the economic and multiplier effect of tourism. Research has however documented that contact via tourism, between two cultures may bring about change to both groups (Pearce 1981). This would be beneficial to the South African situation. The diverse language and cultural groups could undergo a positive catalyst in attitude towards one another, made possible through hospitality contained within the tourism industry. Considering the international market, it would be beneficial to be English speaking however, for the domestic tourist market a command of either official language would be sufficient.

Table 3.3 Language of respondents

Language	Number of respondents	Percentage of respondents
English	26	25,5
Afrikaans	65	63,7
Bilingual	11	10,8
Other	-	-
Total	102	100,0

To determine the language composition of the respondents in the study area four categories, English, Afrikaans, Bilingual and other were chosen (Table 3.3). Afrikaans is the dominant language spoken by 63,7% of the farmers, followed by English (25,5%), with the remaining families, bilingual (10,8%). The category "other" was not completed by any of the respondents.

3.4 THE ROLE OF THE FARMER'S WIFE

A pilot study was undertaken in the South of England (Gasson 1981) to determine the role of rural women on farms. Their role is influenced by their social background, their husband's socio-economic position at marriage and the size of the farm unit. The latter receives further attention in this chapter.

Three roles, based on Gasson's observations, emerged from this study. These were represented by the following values for the South Western Cape farmer's wives:

- (i) Farm (house) wife, 23,5% (her house, his farm);
- (ii) working farm wife, 58,8% (assists husband, yet continues with household duties); and
- (iii) woman farmers, 10,8% (business partner with husband).

The remaining 6,9% accounts for the farmers who were either widowers, divorcees or bachelors.

3.4.1 Influence of farm size on woman's role

The less a woman is involved in the farms activities, the greater the amount of free time would be available to delve whole heartedly into the control and management of farm tourism. It would be advisable for her to co-ordinate this side of the farming business, because to hire a full time worker during the infant stage of the business would be uneconomical. Furthermore, investing of incoming cash into the business in order to create a firm financial foundation for future years is more financially viable than unnecessary spending.

It has been observed, that as a farm increases in size, the woman's role in farm related activities declines (Brittin & Hill 1975 and Gasson 1981). This issue was addressed in this survey to ascertain whether a similar pattern emerged in the South Western Cape study region.

The role of farm wives first shows a decline from 26,7% (1 - 50ha) to 12,5% (101 - 500ha) and then an increase in their marital and parental roles as the farms increase in size, with a related decrease in administrative activities such as bookkeeping and wages (Table 3.4).

Table 3.4 Relationship between farm size and farm wives

Woman's role	Farm size (Hectares)					Total
	1-50	51-100	101-500	501-1000	> 1000	
Farm housewife	26,7	18,1	12,5	38,1	37,5	25,3
Working farm wife	60,0	81,8	71,9	47,6	56,3	63,2
Woman farmer	13,3	0,0	15,6	14,3	6,3	11,6
Total	15	11	32	21	16	95

Column percentage

The working farm wife's role reaches a peak (81,8%) at 51 - 100ha, declines to 47,6% on farms 501 to 1000ha in size and then increases to 56,3% on farms larger than 1000ha. Women farmers (business partners with their husbands) are most active on farms 101 to 1 000 hectares in size.

Findings indicate that there is a tendency towards a decline in the woman's role on the farm as related to increase in farm size. This is especially evident in the role of a working farm wife. Farm products and location are additional factors influencing women's roles, even though they were not included in this study.

3.4.2 Rural home industries

Informal economic activities (in the form of home industries) were practised, for financial gain, by 33,7% of the women living on farms located in the study area, compared to Van Deventer's (1987:38) observations, where 10% of the Cape Town's Metropolitan urban women were involved in such activities. This could be ascribed to the fact that married urban women are more involved in and exposed to formal economic activities than their country sisters.

Table 3.5 Home industries practiced by farmer's wives

Home industry	Number of respondents	Percentage of respondents
Plant cultivation	5	15,6
Handicrafts	5	15,6
Typing	5	15,6
Farm store	3	9,4
Baking	3	9,4
Needlework	0	0,0
Other	11	34,4
Total	32	100,0

Table 3.5 indicates that the category "other" represented 34,4% of the home industries, with handicrafts, typing and cultivation of plants (15,6%) placed second, followed by the third most popular activities, namely, farm store operation and baking (9,4%). Needlework, the second most popular informal home industry practiced by Cape Town women, was not represented in the study area. It is interesting to observe, that of the 32 women involved in home industries, 78,1% are working farm wives, 12,5% housewives and 9,4% women farmers. Respondents had, however stated, that it was common for the wives to be versatile and skilled in a

variety of home industries, yet it is uncommon for them to receive financial compensation for their tasks.

If diversification occurred on a farm, it would be beneficial if the wife had already been exposed to the informal business world, because farm tourism can rightly be seen as a fully fledged home industry. Before turning to the families' involvement in outdoor recreation activities, the farmers goals and values are examined.

3.5 GOALS AND VALUES OF THE FARMER

Economic man, a rational and profit seeking caricature devoid of the relationship between complex human behavioural characteristics and decision making under certain conditions of uncertainty, has not been a convincing explanation in examining farmers' behaviour. "If we want to know how or why a farmer acts in a certain way, or how to induce him to act in a certain way, we have to enquire why men act, and especially why men act as they do when they live in the sort of social environment and general circumstances in which farmers live" (Gasson 1973:521).

Farm tourism's success in South Africa depends on four factors. Firstly a sound resource base, secondly a comprehensive marketing scheme, thirdly a market consisting of both domestic and overseas visitors and finally a well informed farmer. Farming goals, contrary to economic theory, are not solely profit orientated but may be instrumental, social, expressive or intrinsic in nature.

Instrumental orientation implies that farming is viewed as a means of obtaining income and security within rewarding working conditions. Farmers predominantly socially orientated, farm for the sake of interpersonal relationships, while expressive values suggest that farming is a means of self expression or personal fulfillment. Intrinsic orientation implies that farming is valued as an activity in its own right (Gasson 1973).

The respondents were required to allocate values between 1 and 4 (1: irrelevant; 2: not really important; 3: important and 4: essential) to each of the variables that could have justified their choice of farming as a livelihood, thereby endeavoring to obtain a clearer picture of their behavioural characteristics. The results of the top

ten factors, compared to Gasson (1973) and Ilberry (1983), are shown in Table 3.6 from a list of 19 that appear in Annexure C.

Table 3.6 Goals and values of farmers

Gasson (1973)	Ilberry (1983)	Survey file
1. Enjoy work tasks	Enjoy work tasks	Challenge
2. Independence	Independence	Good working relations
3. Satisfactory income	Satisfactory income	Income for the future
4. Challenge	Good working relations	Enjoy work tasks
5. Outdoor life	Self respect	Satisfactory income
6. Expand business	Challenge	Independence
7. Income for the future	Outdoor life	Purposeful activity
8. Creativity	Control situations	Self respect
9. Maximum income	Income for the future	Congenial surrounding
10. Close to home	Maximum income	Outdoor life
Self respect		

Sources: Gasson (1973), Ilberry (1983) and Survey file

Ilberry (1983) duplicated Gasson's (1973) results for the first three variables, with enjoyment of work tasks, independence and satisfactory income heading the list. The research amongst the South Western Cape farmers, indicated different reasons for choosing farming as a career. Firstly, farming was seen as a challenge, followed secondly by good relationships with the workers and finally a stable source of income for the future.

Farmers who enjoy a challenge would be the ideal group to venture into farm tourism (all other factors taken into consideration), especially those who view relationships as vital (in this case with the workers) with future income planning as an essential factor. Reverting back to the four main character groupings, the South Western Cape farmers are predominantly intrinsic in nature followed by instrumental, expressive and finally socially orientated. This is similar to Gasson (1973) and Ilberry's (1983) observations, yet the instrumental and expressive positions are altered.

Statistical analysis were calculated and cross tabulations drawn for farm size and farm activity against goals and values of the farmer. The results confirmed the above findings, but were not included in this report as the tabulations had no direct bearing on the study.

3.6 FAMILY INVOLVEMENT IN OUTDOOR RECREATION

Leisure time and recreation play vital roles in modern day living, especially in an era where career demands, urban stresses and daily routines constitute most of the individual and families' 24 hour day (Chubb & Chubb 1981). A recreation activity, either outside or indoors, provides a distraction, a time to relax and a chance to get away from the "familiar environment" and explore other communities - an act not only advantageous to the individual, but to society as a whole. Farmers active in a rural environment, and physically involved in manual as well as mental activities are privileged in the sense that nature and the outdoors are their very own back gardens. They need not travel great distances to walk in the mountains, fish the rivers for trout or have picnics in an apple orchard.

An open-end question concerning family involvement in outdoor recreation was posed to the farmers in order to measure participation levels. The motivation behind including this section is based on the premise that farmers and their families involved in recreational activities would not be opposed to providing an additional service, to the potential guests that would frequent their farms.

The results were reclassified into four groups namely: 1) water -; 2) mountain -; 3) nature - and 4) game orientated activities. The first three categories are resource based, whilst "games" are facility orientated, thus necessitating a predesigned course or field in order for the activity to occur, for example in the case of jukskei or rugby.

A total of 61,8% of the respondents indicated that they participated in outdoor activities, while 58,8% specified the type of activity, which is illustrated in Figure 3.1. By contrast, the participation level of the farmers is 17,5% lower than that of the Europeans (78,3%) in the Cape Town Metropolitan area (Taylor V 1984).

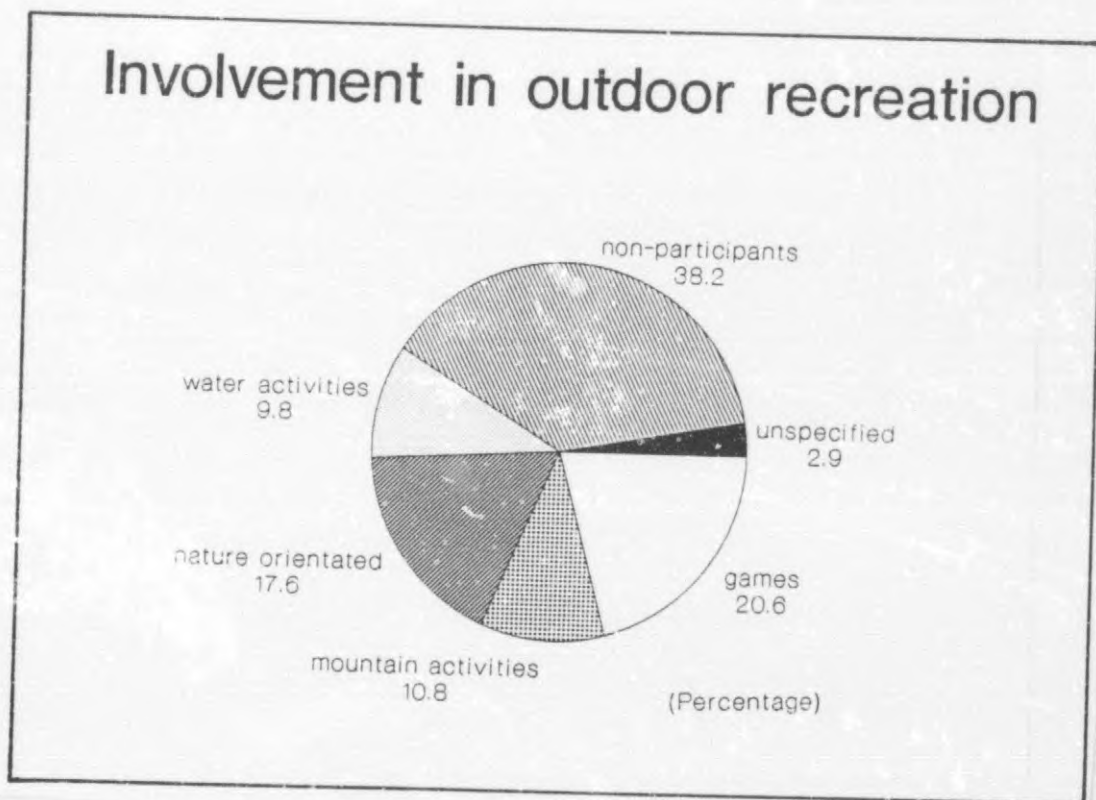


Figure 3.1 Family involvement in outdoor recreation

Games (20,6%) are the most common activity practiced (even though not informal in nature), followed by nature- (17,6%), mountain- (10,8%) and finally water orientated activities (9,8%). Tourists, holidaying on a farm where the host family make it a common practice to be involved in some form of recreation, could experience a different side of rural life. The host family, alternatively have an added resource buried within themselves to attract and entertain the tourist.

A deeper examination into the socio-economic characteristics that initiate recreational behaviour - factors such as age, income level and education, are part of an exhaustable list and constitute a study of its own. Taylor's thesis on "The resource base and utilization patterns of Whites in the Cape Town Metropolitan area" (Taylor V 1984) serves as a good parameter for existing and future research.

3.7 CONCLUSION

In the introduction, a question was posed concerning whether personal characteristics of the farmer and his family could influence their decision to diversify existing activities to incorporate farm tourism, or not. The most likely family to become involved could be sketched as follows.

The parents' ages would range between 25 to 45 years while the children would be between 2 and 12 years old. An added incentive of financial aid and individualised marketing strategy will further prompt participation. The farmer would most likely possess a post-matriculation qualification obtained either through a college or university. His field of vision would consequently have been broadened during his exposure to the advanced ideas found within the boundaries of an academic environment.

Considering 63,7% of the farmers are Afrikaans, they would most likely be Afrikaans speaking, however, a sound command of both national languages would be beneficial, especially if the domestic market is the target group. The factors of "a challenge", "good relations" and "providing an income for the future" are goals and values that would double for the farmer personally, as well as for the farm tourism industry.

His wife, already experienced in home industries, would feel at ease entertaining guests or organising the tourism aspects of the farm. Finally, the family should be well versed in a variety of outdoor recreation activities that would cater for the needs of the holiday makers.

The answer therefore is in the affirmative. Personal characteristics will influence the decision making process involved in diversification of activities, yet only future research will reveal to what extent. A second component of farm tourism, the farm as an agricultural enterprise will be discussed in Chapter Four.

CHAPTER FOUR

THE AGRICULTURAL ENTERPRISE SYSTEM

Farming, an economic activity, functioning within an economic system, originated in the form of subsistence farming, with the sole aim of providing food and household goods for the farmer and his immediate family. This was carried out irrespective of climate, soil and relief. Gradually the developed world, with her rapid advances in technology, largely outphased this simple activity and replaced it with the commercialised approach attached to the present day farming industry, or agribusiness.

The agricultural farming system - one of the many that interest the geographer - is one of the dominant primary economic activities found in rural areas. This chapter examines farm activities, factors that influence location, size, market value, production periods, land tenure and the function of farm unions and co-operatives. The first section to be examined is the farm system.

4.1 THE FARM SYSTEM

A system can be defined as a "structured set of objects and, or attributes" (Chorley & Kennedy 1971:1). These consist of components or variables that exhibit discernable relationships with one another, and operate together as a complex whole, according to some observed pattern. The structured set of features that form a system consist of inputs, outputs, components, and the links between these variables (Bull *et al* 1984).

Many of the inputs of the farm system are fixed (involving amongst other soil, climate and topography), thus compelling the farmer, to systematically plan, assess and co-ordinate available capital and labour within those boundaries to decide what is going to be produced, and so far as humanly possible, to ensure that an adequate balance of returns is realised from the output (Figure 4.1).

The output produced is partly consumed by: (i) the farmer and his family; (ii) the public buying directly from farm stores and gate sales; (iii) and participating in Pick Your Own (P.Y.O.) schemes, especially popular on small farms; and (iv) retail distribution to local, regional and national markets for public consumption. Positive or negative feedback (information links) in the form of profit or loss for a given year will influence the farmers decision making process concerning the functioning and management of the farm within the system. Future planning will revolve around these results. The development of farm tourism would have to exist within the boundaries of the existing system, and ideally output would exceed input.

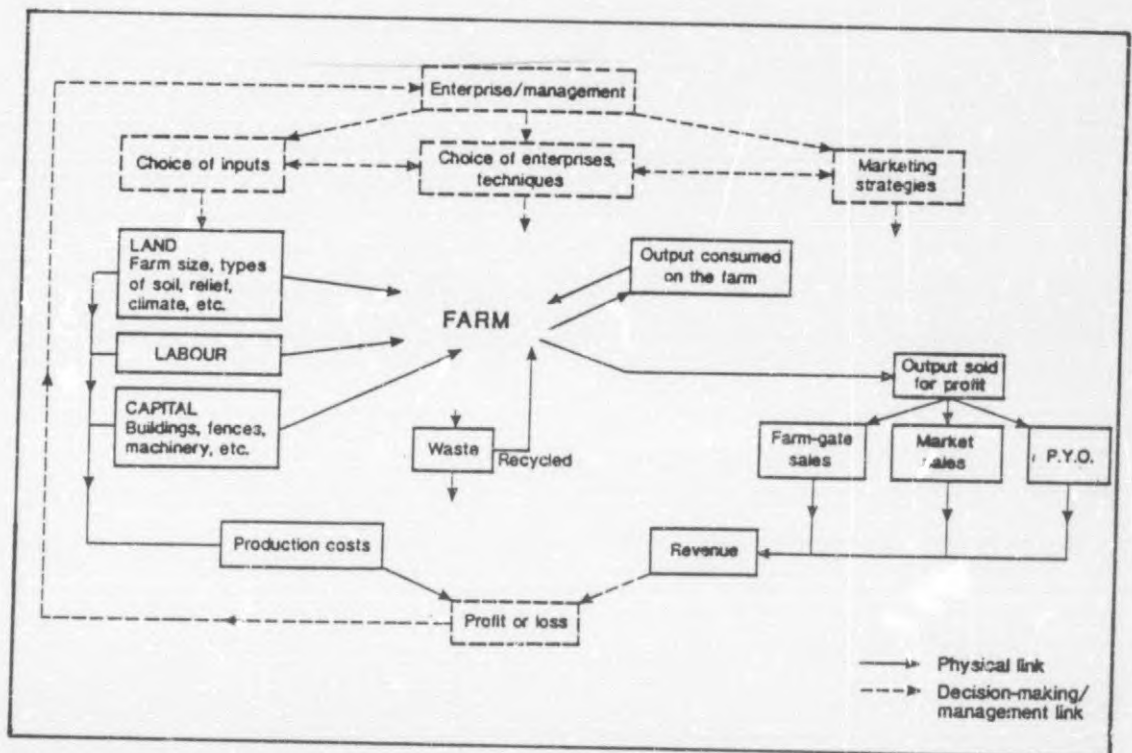


Figure 4.1 Schematic representation of the farm system

Source: Bull *et al* 1984:92 (Adapted)

4.2 SOUTH WESTERN CAPE FARMING REGIONS

The Winter Rainfall Region consists of five sub-regions, three of which are located in the study area forming the South Western Cape (Figure 2.2). They are the Boland, Swartland and the South Coast sub-regions (Elsenburg 1985). The regions

differ according to variations in terrain, climate and soil quality, and determine the leading farming activities practiced in a particular farming area.

4.2.1 Boland

The Boland, sub-divided into 20 farming regions, covers an area of 1 627 000 ha, stretching from the Ceres Karoo in the north to Kleinmond in the south, and from Kuilsriver in the west to Bonnievale in the east. The relief consists of flat coastal plains along the south western coast line and valleys and mountains in the west and south.

4.2.2 Swartland

Seven farming regions shape the Swartland and cover an area of 1 243 300ha. This sub-region borders on the Atlantic coast line in the west, the Clanwilliam magisterial district in the north and stretches to the eastern boundaries of the Berg River, Olifants mountain range and the Vier-en-twintig River system. The southern border is the False Bay coast line from Cape Point to Swartklip. The relief is composed of undulating land with jagged landscapes, sand plains along the coast line and few mountains.

4.2.3 South Coast

The final sub-region is the South Coast, which is a fusion of 19 farming regions. Botriver and the Villiersdorp farming areas are the western boundaries of the sub-region, with the Sonderend-, Lange- and Outeniqua mountain ranges forming the northern borders. The eastern border is the Bloukrans River with the Indian Ocean, marking the southern end of the sub-region. Relief consists of moderate to prominent undulations of rolling landscape and mountains, covering a surface area of 2 000 000 hectares.

Warm dry summers and cool wet winters (hence the name) are characteristic of the Winter Rainfall Region. The Swartland, for example, has 80% of its annual rainfall between the winter months of April to September. Rainfall figures increase from north to south, and from west to east, with the coastal areas receiving higher precipitation levels because of their proximity to the oceans. The predominant

winter winds are the north-westerlies, while the south-easterlies blow in summer.

The previous paragraphs served as a general description of the South Western Cape, general, on account of the vastness of the region - a total of 4 870 300ha - representing 5,7% of farm land in South Africa.

4.3 FARM SIZE

The farm tourism industry is not restricted to farms of a certain size. Farms accommodating tourists range in excess of 2 000ha in the case of holiday 'ranches' in the USA (Vogelar 1973), to small holdings comprising one to two hectares in size, which is common in the UK (Hoyland 1982). Farm size is one of a number of factors in the farm tourism consortium. This section deals primarily with the South Western Cape situation.

Restated, farms vary from a few hectares (hobby farms and small holdings) to extensive Karoo sheep stations, often well exceeding 1 000ha in size. A number of factors are primarily responsible for these variations, namely land quality (which includes water, minerals and the atmosphere) and population density and distribution (Bull *et al* 1984).

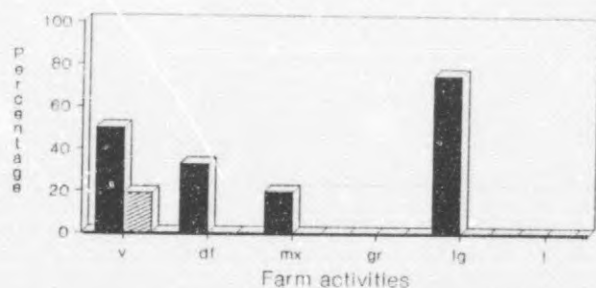
Firstly, if farming is to remain a viable proposition, the acreage and quality of the land must be considered before purchase to ensure that it will be able to support the desired product. The soil can be of such a good quality however, that the rand per hectare value becomes exorbitant, consequently forcing farmers to buy smaller units, and to plant crops with a high rand per tonnage return (table grapes of the Sandhills area serves as an example). The opposite is true for poorer quality soil, for example in the Moorreesburg and Malmesbury grain districts.

Secondly, farms located in the proximity of urban centres are smaller in size than those located further away in the rural areas. In addition, farm activities vary in relation to distance from urban centres. Fresh short-shelf life products (dairy and vegetable products) for regular consumption are produced closer to the local consumer, compared to the distant extensive cattle and grain farms.

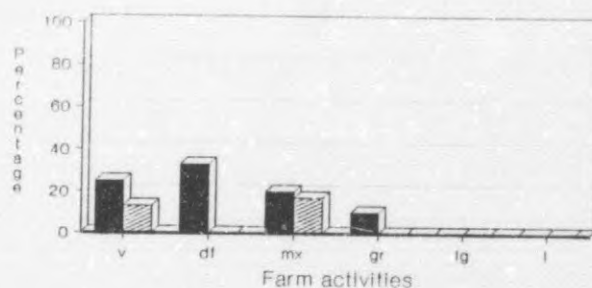
Farm size

41

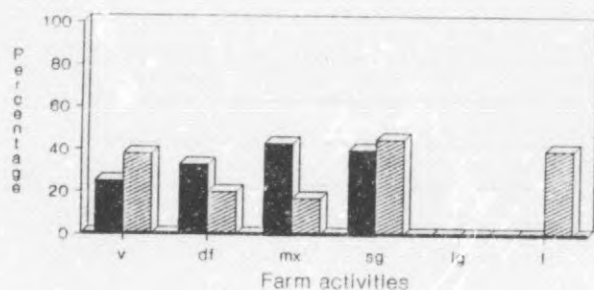
1-50 Hectares



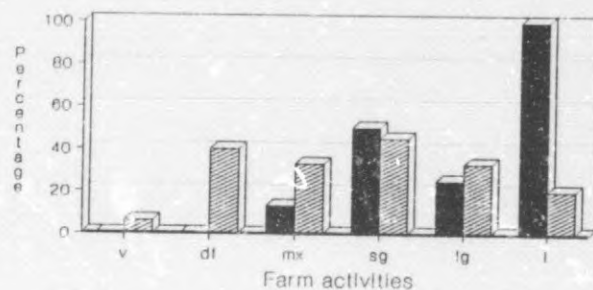
51-100 Hectares



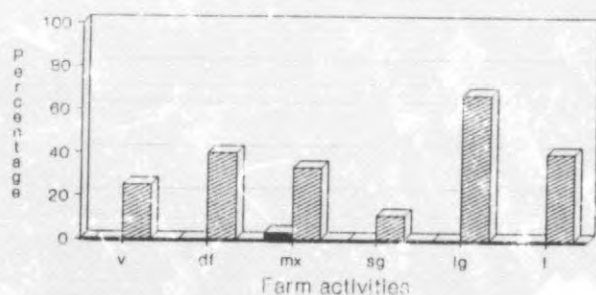
101-500 Hectares



501-1000 Hectares

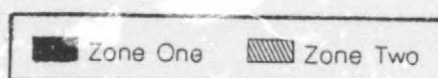


>1000 Hectares



v - vines df - deciduous fruit mx - mixed farming

sg - small grain lg - livestock-grain l - livestock



The bar graph represents proportional percentages of the six farming activities

Figure 4.2 Farm size and farm activities

The average size of farms in the study area are 326 and 1 154ha respectively for Zone One and Zone Two. When considering the six farm activities practiced, then averages for the groups are: Grape-, 294ha (76 and 511ha for the two zones); small grain-, 485ha (479 and 490ha); mixed activity-, 660ha (324 and 996ha); livestock-, 861ha (822 and 899ha); livestock-grain-, 1 026ha (182 and 1 869ha) and deciduous fruit farms 1 116ha (73 and 2 158ha).

The relationship, in the two zones, between farm size (hectares) and farm activities, is graphically portrayed in Figure 4.2. Farms located closer to Cape Town (Zone One) are smaller than those in Zone Two (average size, 326ha and 1 154ha respectively). Zone One is dominated by farms 1 to 50ha in size compared to the farms larger than 1 000ha commanding Zone Two, irrespective of product farmed.

Half of the Zone One grape farmers work farms 1 to 50ha in size, yet not exceeding 500ha. Deciduous farms in Zone One are not larger than 500ha (66,6% are 100ha and smaller), while in the Second Zone, the farms range from 101ha upwards. Farms supporting mixed activities are 1 to greater than 1 000ha in size, with Zone Two representing larger farms than those found closer to the Cape Town Metropolitan area.

The majority of farms producing small grain are inclined to be larger than 100ha, due to the extensive nature of the product. This is evident in both zones. Similar findings were recorded for grain-livestock and livestock farmers.

4.4 SUB-DIVISION OF FARM LAND

The South Western Cape covers 367 150ha (7,5% of the total area of the three sub-regions) with the final sample of usable returns representing 19,6% of the area, a total of 71 978ha. The farmers were required to divide the area of their respective farms into the land use categories indicated in Table 4.1.

Unproductive land, natural- and cultivated pasture are the three most likely subdivisions of farm land that could best support recreation as well as existing farm activities. Conflict will be less apparent here.

The following results were documented: Total area, 71 978ha (100,0%); Natural pasture, 18 651ha (25,9%); Cultivated pasture, 2 748ha (3,8%); Land under cultivation, 37 213ha (51,7%) and finally, Unproductive land, (infrastructure and agriculturally unsuitable land) which covered an area of 13 366ha (18,6%).

Table 4.1 Sub-division of farm land by land use type

Farm land division	Farm size (hectare)			
	Area of farm	Number of farms	Average size	% of farms
Natural pasture	18 651	59	316	25,9
Cultivated pasture	2 748	50	55	3,8
Cultivated land	37 213	96	52	51,7
Unproductive land	13 366	101	132	18,6
Total area	71 978	102	706	100,0

Tourism and farming are both land uses that stand in conflict of one another. If an increase in food production is needed, then existing agricultural land must meet the demand. This is made partially possible by the green revolution and improved technology effectively increasing yield per hectare. Alternatively however, an increase in tourism demand results in other land uses. This includes rezoning of farm land into recreation land, or Resort Zoned land. It is therefore apparent that a symbiotic relationship must be nurtured between tourism and agriculture, so that both demands can be met.

4.5 MARKET VALUE

The market value of a farm is determined by calculating rand per hectare and is based on quality and quantity of yield, product produced, size of the farm unit, demand for the product, quality of the soil and the presence of water. The value attached to a property differs according to bank or personal evaluations. This information was included in order to observe how rand values vary according to the farm activities practiced. The influence of size must not however be ignored (Table 4.2).

Table 4.2 Market value of selected farms in the study area

Market value (Rand)	Farm type						Total
	V	Df	Mx	Sg	Lg	L	
> 500 000	0,0	20,0	11,1	23,5	33,3	66,7	19,8
500 001 - 1 000 000	42,9	40,0	18,5	41,2	33,3	0,0	29,6
1 000 001 - 1 500 000	21,4	0,0	7,4	11,8	8,3	33,3	12,3
1 500 001 - 2 000 000	28,5	0,0	14,8	17,7	16,7	0,0	16,0
2 000 001 - 5 000 000	7,1	40,0	33,3	5,9	8,3	0,0	17,3
> 5 000 000	0,0	0,0	14,8	0,0	0,0	0,0	4,9
Total	14	5	27	17	12	6	81

(Column percentage)

V = grapes; Df = deciduous fruit; Mx = mixed activity; Sg = small grain; Lg = livestock-grain; L = livestock

Of the 102 farmers, 79,4% submitted market values, while the remaining number refrained from completing the question due to professional or ethical reasons. The extensive farming types, grain-, grain-livestock- and livestock, fall within lower rand value brackets, and as the market value increases, the number of these farms decrease. Livestock farms do not exceed R1,5 million, while 41,2% of the grain farms are valued between R500 000 and R1 000 000, and 35,4% exceed R1 000 000.

In comparison, the intensive farming groups displayed the following: The value bracket, R500 000 to R1 000 000 represented 42,9% of the grape farmers (table and export grapes) whereas 92,9% were valued between R500 001 to R2 000 000. Deciduous fruit farms peaked at R500 000 to R1 000 000 and R2 000 000 to R5 000 000 with both categories representing 40% of the farm's value.

Stellenbosch district (part of the Eerste River farming region), classified as a mixed farming area, includes many wine farms, which raises the average market value for mixed activity farms located in the First Zone. This is the only farm activity that

displays the full selection of market values, ranging from less than R500 000 to over R5 000 000. It is interesting that 48,1% of the farms exceed R2 000 000 in value and 14,8% are valued at more than R5 000 000.

4.6 AGRICULTURAL ORGANISATIONS

The South African Agricultural Union (SAAU) acts as the official governmental mouth piece for the farmer concerning agricultural needs. Nonetheless, direct communication between the farmer and the SAAU is not possible, so any request formulated must first pass through various departments before being accepted or rejected by the union.

There are over 2 000 associations represented in, and forming the foundation of the hierarchical framework of the union. An executive committee, supported by advisory bodies, receives proposals from the associations and passes these to the general council. This council, which serves as a continuation of the congress, is the final selection committee before proposals are laid before the highest authority of the SAAU, namely, the congress. Rejections of proposals can occur at any level (Landbou in Suid-Afrika 1983).

Affiliation to the SAAU is voluntary, with 75% of the South African farmers making use of the organisation. A slightly higher percentage was documented in the survey file as 80,4% of the respondents being represented by local farming associations. The associations and co-operations not only serve as a channel to other departments, but they receive and distribute information concerning technological advances, updated farming techniques and approved financial aid from the Land Bank. How would the SAAU fit into the South African farm tourism picture?

Farm tourism not only provides alternate accommodation and attractions for the tourist, but it is a way to introduce an additional form of revenue, a cash crop, into agriculture. Farmers tend to, or are obliged to reinvest funds into the business, so very little cash is therefore available.

During France's post war years, alternate means to help ailing farmers were investigated, which resulted in the the birth of farm tourism on an organised basis (Table 4.3). Financial aid in the form of capital grants, loans and tax concessions

Table 4.3 International farm tourism associations

Country	Number of farm based accommodations	Year founded	Central/local government aid	Government policy encouraging farm tourism	Regional concentration	Training courses, advisors for farm tourism	Preferential tax laws	Marketing consortia	Grading system
AUSTRIA	9.8% (51% of total accommodation 1980)	-	Government subsidies; discount interest subsidies	Provincial level	Tyrol 22% Vorarlberg 15% Salzburg 20%	Advice from Chamber of Agriculture	-	Farm Guest Circles	-
BELGIUM	-	-	-	-	Rural areas of Brussels	National Tourist Offices	-	Farming Holidays	-
CANADA	-	-	-	National and Provincial level	Alberta Ontario Quebec	Designing training courses	-	Ontario Federation of Agriculture	-
DENMARK	500 farms (1979)	-	No direct capital grant, marketing subsidies	National, Provincial, local and district	North Jutland, Viborg Furen Island	DANISH TOURIST BOARD	VAT concession half of national rate	DFOS tour operators working together (Meet the Dance)	Servicing by local authorities
ENGLAND	12%	-	Limited Tourist Board capital grants	No national policy, APAS Tourist Boards	West Country Lake District	ADAS COSIRA Tourism Boards Farm Holiday Bureau	None	Farm Holiday Bureau Somerset Groups ADAS	Isolated groups
FINLAND	1.4% (1983)	Officially 1986	-	-	Aland 32%	-	-	local groups	-
FRANCE	3.0% 20 000 sites 1980	Officially 1955	Capital grants, Interest Relief Grants loans	National policy by State Secretary of Tourism and Minister of Agriculture	All regions except areas in immediate vicinity of Paris	Relais départementaux	Income tax relief Reduced VAT	Federation Nationale des Gîtes Bureau de France (co-ordinators)	EPIS 1,2,3
WEST GERMANY (FRG)	4 % (25 000 farms)	Officially 1971	Subsidized interest rates 40% capital grants	Central government; Farmers Union	Schleswig-Holstein, Bavaria, Hessen, Francken, Eaden-Wurttemberg	National Farmers Union	Income tax relief Reduced VAT	Farmers Union	DLC schemes NFU standards (not compulsory)
HUNGARY	Incorporated with rural tourism (farms & villages)	Unofficially 1930's	-	Local government level	Rural areas sporadic settlements	-	-	local groups	-
IRELAND	0.2%	1963	Grant aided under EEC regulations NITB grants (up to 50%)	Northern Ireland Tourism Board	All countries	Advice from Farm and Country, Guesthouse Association	-	Farm and Country Country Homes NITB	Northern Ireland Tourism Board
NETHERLANDS	-	-	Subsidised tourism promotion	No National policy	Traditional rural areas, Zutphen, Arnhem	Tourism Agency (VVV)	-	Tourism Agency	Experimental stages
NORWAY	2.9%	-	Information scarce	National Farmers Union	Rural areas some 40% of farms involved in one municipality	NFU	-	NFU	NFU
POLAND	-	-	-	Central government	Cracow	-	-	-	-
SCOTLAND	5.8%	-	-	No national policy	Highlands and Islands (16%)	ADAS	-	Local groups	-
SPAIN	0.4%	1967	Local aid	Farm Union	Rural areas	Tourist Bodies	-	-	-
SWEDEN	20% (17000 cottages)	-	-	Swedish Tourism	Rural areas in vicinity of rural villages	STB	-	STB	-
SWITZERLAND	Parashötel-lerie	-	Aid to underdeveloped regions	Central government	Swiss Mountain Regions (Swiss Alps)	-	-	-	-
USA	2 000 farms (1973)	Unofficially 1925	Small Business Administration loans	-	West Massachusetts	National Recreational and Agriculture organization	-	Local groups	-

Sources: (Vogel 1973; Derno 1981, 1983; Hoyland 1982; ...)

were initiated and implemented as a National Policy by the governmental bodies under the auspice of the Minister of Agriculture and the State Secretary of Tourism. The agricultural unions and bodies of Austria, Canada, England, West Germany, Norway, Scotland, Switzerland and the United States of America all stepped in to aid farmers in financial dire straits, supporting their initiative to enter into the world of farm tourism (Vogelar 1973; Dernoï 1981, 1983; Hoyland 1982; Frater 1983 and Murphy 1985). Surely the agricultural unions and tourism bodies of all these countries cannot be wrong in their assessment of the situation?

Concerning South Africa, farm tourism is a new industry and statistics are unreliable. The following statement was however made by a member of the Department of Agricultural Economy and Marketing at the first Farm Tourism Congress held in Bloemfontein in 1987. He said, "... an unnerving percentage of farmers do not have funds or access to funds with which to normalise their farming operations. To try and obtain additional funding under these circumstances - because the Land Bank will not provide credit for these purposes, even if a farmer is credit worthy - in order to start a tourist enterprise would definately be unwise".

Chapter Six will continue the analysis of farm tourism both locally and abroad.

4.7 LAND TENURE

Land tenure refers to the "condition, form of right or title under which property (agricultural land in this case) is held" (Sykes 1976:1193). Owner occupation, tenancy and part- or communal ownership are the leading forms of tenure practiced (Table 4.4).

Table 4.4 Land tenure in the South Western Cape study area

Land tenure	Number of respondents	Percentage of respondents
Owner	85	83,3
Tenant	5	4,9
Part owner	12	11,8
Total	102	100,0

4.7.1 Owner occupation

A farmer who owns the land he farms has greater freedom in decision making processes than those who either hire land or who are bound by part ownership regulations. In the study area, 84,3% of the farmers are owner farmers.

A disadvantage that many experience is that most of their capital is tied up in the land, and minimal cash is available to improve buildings or buy machinery. The owner however, is in the best position to decide whether or not he will diversify and include farm tourism, within his present system.

4.7.2 "Landlord-tenant"

In the United Kingdom until 1960, over 50% of holdings followed the "Landlord-tenant" system compared to 4,9% of the farmers included in this survey (Davidson & Wibberley 1977). The system works on the principle that the landowner supplies the land and fixed capital (buildings and storage) while it is up to the tenant (hirer) to produce the working capital. It would be more difficult for a tenant to take the initiative and diversify unless within the boundaries of the contract, provision is made for such an undertaking. Considering that capital is needed to equip and renovate a labourer's house into a holiday cottage, it might not be a viable proposition to diversify, seeing that all the returns will not go solely to the tenant farmer, unless the landowner and the tenant draw up an agreement to share profits and losses.

4.7.3 Part owners

The remaining farmers in the study area are part owners (11,8%), involved either in family businesses or partnerships. To diversify, an agreement similar to the tenant system must be drawn up, with all members agreeing on the terms set out in a binding document.

The next section is devoted to indicating what happens during a production year on a farm.

4.8 PEAK PRODUCTION PERIODS

A farm production calendar consists of seasons set aside for harvesting, sowing, budding, pruning, shearing, dipping, ploughing and dormant times when activity levels drop. Weather patterns alone are inclined to determine when production will commence and end. As it is a Winter Rainfall region, May to October is less active than the November to April period.

It is necessary to take into consideration the fact that farmers have very active periods, and seasons where production levels drop. The quiet spells would logically seem the most appropriate time to cater for guests in order to minimise conflict between the two sectors. If these periods however occur outside the main tourist season, then occupancy rates would be lower and the economic benefits reduced. Farmers contemplating the shift towards farm tourism would have to appreciate that life would not remain the same and routines would change. In Chapter Six this theme will be further pursued.

Figures 4.3 indicates the different peak production periods of the six farm activities practiced in the South Western Cape.

4.8.1 Grape farms

The twenty grape farmers' year is planned as follows: Harvesting continues from January through to April, with February the busiest month for the Zone One Helderberg farmers, for example, while March is the peak harvesting period of table grapes in De Doorns and Sandhills areas.

May to October (the rainy season) remains fairly quiet. Pruning is the main activity practiced during those months, especially in July and August. Earnest preparation for the next harvest gets underway from September to December, when the vines start budding. During this stage crops are carefully monitored and sprayed to minimise losses induced through climatic or biological interferences.

Peak production periods

50

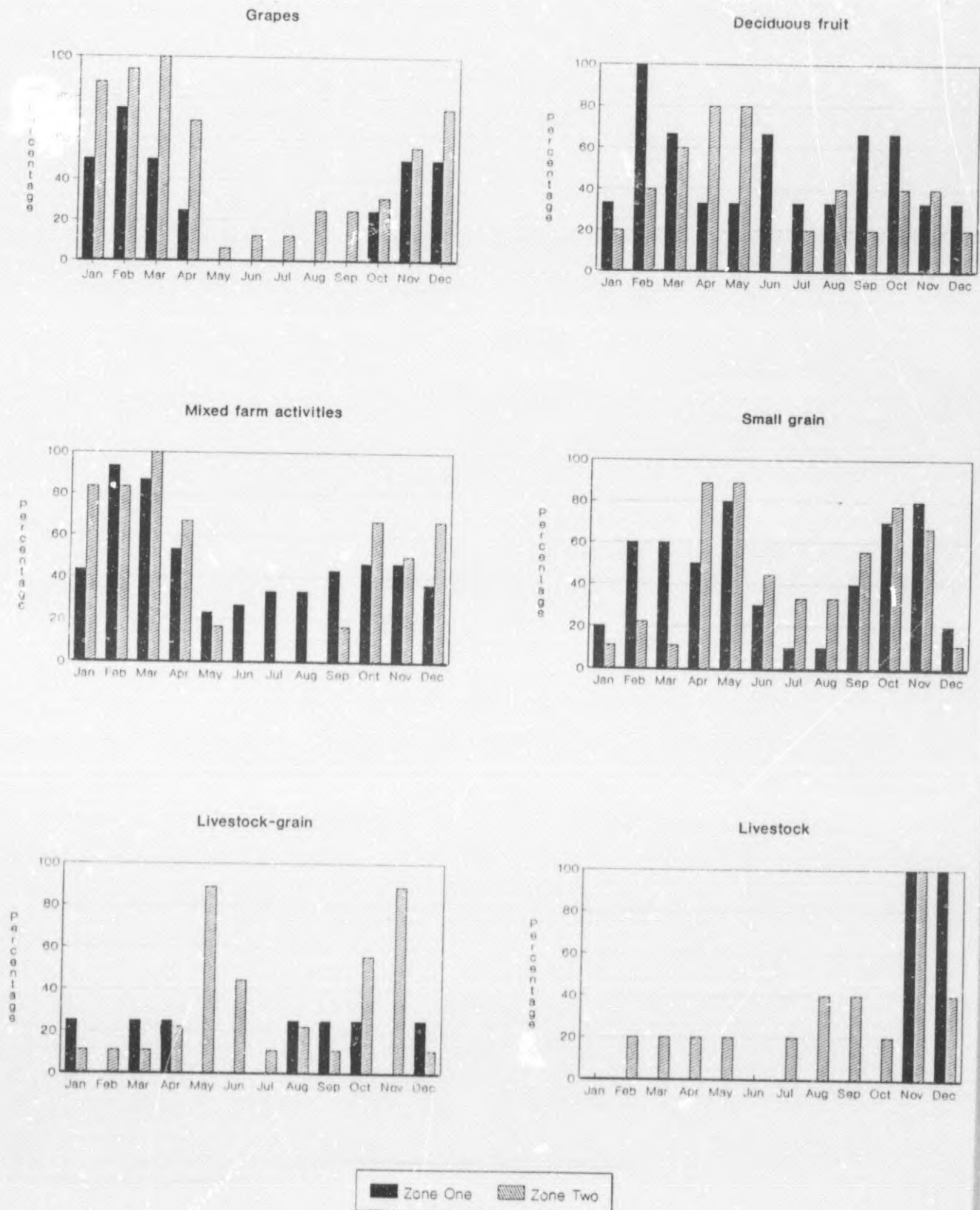


Figure 4.3 Relation between peak production periods and farm activities

4.8.2 Deciduous fruit farms

Deciduous fruitiers (a total of eight) tend to be amongst the more active farming groups. The assortment of fruits cultivated include peaches, pears, plums, nectarines and the many varieties of apples displayed on the supermarket shelves. Harvesting of peaches and plums commences early in the year, with February - the month of apples - being viewed as the peak production period by all Zone One farmers. This is a very edgy time for the farmers as heatwaves and strong winds often plague and can destroy orchards. The harvest period continues until April, when signs of the first winter chills become visible.

The Second Zoners' indicated April and May as the most active months on their production calendars. This is the time when trees are pruned and work in the cold stores and packing sheds is increased. Budding of the fruit trees starts early in August, another crucial time, because the orchards - as in the case of the vines - must be sprayed to combat pestilence and disease. Late November and early December marks the start of the harvesting cycle when nectarines, the first fruits, are picked.

4.8.3 Mixed activity farms

Vegetables, dairy products, sheep, strawberries, grapes and tobacco are a few of the products produced on the 36 mixed activity farms in the study area. The majority of farms, depending on the suitability of the soil, tend to support a variety of these crops.

January to April duplicates the vine farmer's production calendar especially for the those located in the Eerste River farming region. The same activity period applies to the Second Zone farmers, but they have the added responsibility of harvesting potatoes and onions, in the Warm- and Kouebokkeveld. More than 80% of these farmers indicate that February is a busy month, while March marks a time when all Zone Two farmers are harvesting.

Cabbage, cauliflower and broccoli takes the vegetable farmer through the otherwise quiet months of March to August, however, preparation and fertilization of the soil for strawberries begins during this time in anticipation for an October to January

harvest period. Tobacco at this stage is already waist high, while the farmers wait for the hot summer days so that it can be cut and hung out to dry. Most of the products harvested in these regions are primarily destined to be savoured by the Western Cape inhabitants or, packed and tinned for nation wide consumption. Dairy farming continues uninterrupted twice daily for 365 days a year, a very intensive and time consuming activity.

4.8.4 Small grain farms

Small grain farmers (19) producing oats, barley and wheat have two peak activity periods, the first during ploughing and sowing, and the second - harvest time. A period of waiting is encountered from January until mid-March, when the first rains appear, marking the start of the ploughing season, which normally continues until late May. Seeds are then sown as soon as possible.

Farmers are subjected to a second latent period from June to August - the rainy season - until the crops are sprayed early in September. Germination periods differ from region to region, which once again shows the complete dependency farmers have on the weather before a new phase in the production of grains can begin. In October, the combine harvesters are already visible in the fields, announcing the start of harvesting.

Figure 4.3 illustrates the active periods for both zones. October is a busy month for the Second Zoners', while November is the most active time for First Zone farmers. Harvesting continues from early morning until dusk, only ending when the moisture content of the atmosphere rises to a level forcing the farmer to stop. December marks a lull in the production calendar.

4.8.5 Livestock and grain farms

This production form (consisting of 13 farmers) is a combination of livestock (mainly cattle and sheep) and small grain farming.

Figure 4.3 shows that Second Zone farmers are more involved in grain farming than the First Zoners, which can be seen by the sowing and ploughing peaks of May as well as the October and November harvest.

Lambing season - regulated by the farmer taking the approaching rainy season and availability of sufficient grazing into consideration - occurs during March, April and May, although May could already be risky. The farmers, during June and July, regularly check the flocks to ensure that any sicknesses (foot-and-mouth) that may emerge, are quickly eradicated. During the shearing season (August to October), bands of migratory shearers start circulating the farms, clipping thousands of sheep to supply wool to the markets. When this is finished, dipping becomes the main activity until January, when the process is repeated.

4.8.6 Livestock farms

The final group consists of the six livestock farmers. The production patterns are similar to the previous group, yet they only farm with livestock. November and December are regarded as the most energetic months by all the First Zone farmers, while the rest of the year is viewed as relatively quiet. The Second Zone farmers declared February to May (calving) as a busy period (20% of the farmers), which is followed by a quiet spell of inactivity until July. The tasks of keeping a tight rein on the health of the animals and ensuring that they receive sufficient nourishment are the general chores of the livestock farmer.

4.9 CONCLUSION

To conclude, farming has progressed from a subsistence to a sensitive agricultural system, spread unevenly across the earth. The Boland, Swartland and South Coast sub-regions of the South Western Cape are distinct regions differing in agricultural produce, topographic form and climatic variation.

Farms representing the South Western Cape, follow Von Thünen's theory of increase in distance away from urban settlements, which results in an increase in farm size. The First Zone farms average 326 hectares in size, while farms in the second zone average 1 154 hectares. Unproductive land, natural- and cultivated pasture cover 48,3% of the farmland, and is probably best suited for recreation due to minimal interference with farming activities.

Rand value of the farms vary according to a number of factors, especially the product grown. The intensive farms have a higher market value than their extensive counterparts. Owner occupation is the most common form of land tenure encountered, which gives 83,3% of the farmers the sole right to decide whether or not to diversify their existing activities to include tourism. Tenancy contracts as previously examined, will limit development in this direction.

Finally, the six farming types' activity calendars differ, but October to April appears to be the chief production period for all except the small grain- and deciduous fruit farmers. Times do clash with the summer school holidays, but careful planning could result in it being beneficial rather than a hinderance. If the farm is to be utilised as a base camp for the exploration of surrounding areas, then conflict will be minimal and should the farmer wish to educate guests in farm operations, then no better time is suitable.

Farm tourism is a complex issue. To have excluded the contents of this chapter, which introduces the reader to the agricultural side of "Farm" in farm tourism, would have been unwise. The purely agricultural nature of the farm industry expressed in Chapter Four enables the researcher, while using the gathered information as a stepping stone, to progress closer to tourism and recreation related issues. Chapter Five illuminates a different feature of the farm, a feature often overlooked, namely the recreation potential of privately owned farm land, specifically located in the South Western Cape, or though, not unique to this area.

CHAPTER FIVE

THE FARM, A RECREATION RESOURCE BASE IN A RURAL ENVIRONMENT

It is not advisable to pursue and market a new branch of the South African tourism industry without investigating what recreation resources are available, and whether they possess adequate potential to favour the needs of visitors. "Resources are not, they become", and they only "become" if someone perceives (them) as such (Chubb & Chubb 1981:287). Depending on the needs of the user (tourist or recreationalist), a resource can be transformed (in some cases to a lesser extent than in others) into a functional and usable activity- or facility based feature. Variations of resources are numerous, ranging from natural attractions such as caves, rivers and glaciers, to man-made objects, in the form of books, restaurants and cinema's. This chapter explores both the natural and man-made rural recreation and tourism resources which were identified by the farmers in the South Western Cape farming region. It also examines the role played by accessibility in farm tourism.

5.1 RECREATION RESOURCE MODELS

During the quantitative revolution in Geography, numerous models were developed to determine the recreation potential of various areas and resources to accommodate the growing urban populations' recreation needs. The following are some of the models that were developed: RIVERS (recreation potential of rivers and basins); ORRRC (examines shoreline recreation); LUNAR (recreation potential determined by aerial photography and computer analysis); CORD (Canadian land capability model for recreation activities); FISCHER-TAYLOR (resource description applicable to outdoor recreation activities); TRIP (identifies land, water, scenic and environmental areas); SATI (South African Terrain Inventory) and Taylor's adaption of Coppock and Duffields TRIP system for the Western Cape (Bauman & Chubb 1977; Canada 1969,1970; Coppock & Duffield 1975; South Africa 1978, 1979, 1980; Taylor GD 1965 and Taylor V 1984).

The models range from advanced computer programmes to simple (yet effective) descriptive approaches, depending on what is being investigated and represented. However, types of landscape evaluation, the scale of the survey unit (for example,

1:250 000 or 1:50 000) and the ease of updating results are factors that will determine the suitability of a recreation resource models application to reality (Smith 1983).

5.1.1 South Western Cape recreation resource models

Instead of constructing a new recreation resource potential model for the benefit of the said research task, available results of existing recreation resource data were used and compared to the farmers observations. Two recreation resource data bases exist for the South Western Cape, namely the South African Terrain Inventory (SATI), launched in 1980 yet still being implemented in selected areas in the country, and Taylor's adaption of the TRIP recreation model (Taylor V 1984).

The implementation of Taylors' model entailed loading information, gathered from Cape Town residents, with the aid of a grid system, into a mainframe computer program which identified and mapped recreation areas in the Western Cape. The area that was mapped did not correspond completely to the area chosen for this particular research task, whereas the SATI classification maps did, and were accordingly used, even though the inventory is not without shortcomings. First, a brief introduction to the development of SATI.

5.1.2 Development of the South African Terrain Inventory

SATI was created when the Sub-Committee for Outdoor Recreation of the Prime Ministers Planning Advisory Council developed the National Outdoor Recreation Plan, later integrated into the existing National Physical Development Plan for South Africa. The goals of the inventory were to identify, evaluate and map natural recreational resources on a national scale. This was completed in such a manner that the quality and quantity of resources could be identified according to terrain capability classes (South Africa 1978, 1979, 1980).

Core resource areas for future development, by either the private or public sector, were illustrated on 1:250 000 topo-cadastral and 1:50 000 overlay maps. The maps were specifically designed to supply tentative information to prospective developers concerning which recreation activities could be suitably introduced to areas earmarked as potential recreation growth regions or points. It would nevertheless

be essential to personally visit a proposed area before development plans were processed.

Landforms were described from a recreational viewpoint and not according to geomorphological or geological elements. The land units distinguished were land systems and facets (coast- and land orientated), with recreation potentials expressed in terms of activity- (water- and land orientated) and viewing elements (physical, cultural and historical place elements), occurring in either area- (climbing), point- (hot springs) or line activity patterns (walking and hiking).

TABLE 5.1 South African Terrain Inventory's (SATI) terrain capability classes

Terrain is judged for purposes of recreation and graded according to five classes of capability, one being high and five being low.	
CLASS 1	A recreational terrain unit with very high potential capability and a very high ability, taken as an average over the year, to generate and support outdoor recreation with a concentrated pattern on an intensive basis.
CLASS 2	A recreational terrain unit with high potential for outdoor recreation and a high ability taken as an average over the year, to generate and support outdoor recreation with a concentrated pattern on an intensive basis.
CLASS 3	A recreational terrain unit with medium potential capability for outdoor recreation and medium ability, taken as an average over the year, to generate and support outdoor recreation with a concentrated and, or extended pattern.
CLASS 4	A recreational terrain unit with low potential capability for outdoor recreation and poor ability, taken as an average over the year, to generate and support outdoor recreation, even with an extended pattern and on an extensive basis.
CLASS 5	A recreational terrain unit with very low potential capability for outdoor recreation, although in certain highly exceptional cases it may in fact be able to generate and support certain specialised forms of recreation, otherwise it is largely unutilised land.

Source: RSA (1980:5)

Once landforms and recreation components were identified, terrain capability class values were allocated (one indicating high and five, low) according to the terrain units ability to support a given amount of recreation over a one year period, including in the assessment the quality of the recreation activities (Tabel 5.1). The final procedure was to transfer these values onto 1:50 000 overlay and 1:250 000 topo-cadastral maps. Detail was lost, especially on the 1:250 000 scale maps, due to the size of the land form units, yet a general picture did emerge.

5.1.3 Limitations of the South African Terrain Inventory

Limitations do exist: Firstly, the number of terrain capability classes could have been increased, which would have resulted in recreation potential maps of a far less generalised nature, even though the aim was for regional classification and development. Secondly, as Taylor indicated, "the data base is difficult to update" (Taylor, V 1984:12).

The aim of the previous paragraphs was to give a brief outline of the functioning of SATI, though detailed guidelines are obtainable from the report compiled and submitted by the Subsidiary Committee for Outdoor Recreation to the Prime Minister (1980). Section 2.1.4 can be consulted to recap on the way that SATI was incorporated in this study.

5.2 NATURAL RECREATION ATTRACTIONS

The recreation attractions on the farms are discussed separately, with the aid of cross tabulations and histogrammes, under the headings of land and water. A total of 443 potential attractions were identified on 93 of the respondent farms in the South Western Cape, while the remaining nine farmers claimed their farms to be barren of recreation attractions.

A farm located in the vicinity of an established tourism area, such as Stellenbosch, need not boast a wide selection of natural attractions to serve as a pulling force, because often the farm is only used by the tourist as a base from which to arrange excursions to neighbouring areas. It is however imperative for farm holiday operators located in the outbacks to ensure that a variety of natural attractions are

Table 5.2 Relation between SATI and land attractions

Land orientated feature	Land orientated recreation activities							Total	Occurrence pattern
	Class 2 Viewing	Class 3 Activities	Class 3 Viewing Activities	Class 3 Viewing	Class 4 Viewing	Class 4 Viewing Activities	Class 5 Viewing		
		<u>Primary</u> picnics camping climbing	<u>Primary</u> picnics camping climbing viewing			<u>Primary</u> picnics camping viewing			
		<u>Secondary</u> hunting hiking	<u>Secondary</u> hunting hiking			<u>Secondary</u> climbing hunting hiking			
Cave	14,3	-	14,3	28,6	-	14,3	28,6	7	POINT
Ravine	10,0	-	35,0	25,0	15,0	15,0	-	20	LINE, AREA
Cliff	15,4	-	30,8	15,4	19,2	15,4	3,8	26	LINE, AREA
Archaeological sites	16,7	16,7	16,7	-	-	16,7	33,3	6	POINT
Fauna	10,5	5,3	28,9	10,5	21,1	5,3	10,5	38	AREA
Flora	7,7	3,8	23,1	13,5	25,0	13,5	13,5	52	AREA
Historical buildings	9,7	6,5	32,3	16,1	25,8	6,5	3,2	31	POINT
Views	10,4	2,6	22,1	22,1	28,6	9,1	5,2	77	POINT, LINE
Total	27	9	68	46	59	27	21	257	

available to the tourists because farm operations as attractions *per se* are not sufficient to keep the visitor occupied during the length of his stay.

5.2.1 Land orientated attractions

The 257 land attractions identified in the study area include caves, ravines, cliffs, archeological sites and historical buildings (not a natural, but a land based attraction) (Table 5.2). Fauna, flora and views, not only limited to the land, are discussed here as land and not water related attractions.

5.2.1.1 Frequency of land attractions in the study area

That there are more attractions than number of farms suggests that groupings occur, for example, had the slopes of a mountain formed part of a farmers property, then a collection of features such as ravines, cliffs, fauna, flora, caves and views could exist. The combination of related activities could be plentiful.

Seven caves and six archeological excavation sites were identified as potential recreation resources by the farmers (Table 5.2). Bearing in mind, that SATI geared towards regional development, does not automatically force a farmer to discontinue the idea of developing an attraction, even if he farms in an area only allocated a Class 5 capability for recreation development. Even these areas secure leeway for the development of specialised forms of recreation.

Caves are located across the spectrum of the capability classes, with 28,6% situated in Class 3V and 5V, which are primarily viewing orientated classes. Considering it is a specialised attraction, an assortment of recreation activities are possible, ranging from primary activities such as spelunking, climbing and viewing, to the more 'docile' secondary activities like picnicking and photography.

Archeological sites are not restricted to one SATI class. A third are however located in what would otherwise be a low recreation potential Class 5V area. The farmers recognised the sites' ability to draw a different sector of the holidaying population. Activities, for example rock, fossil and artifact digging, would be very popular for children and adults alike.

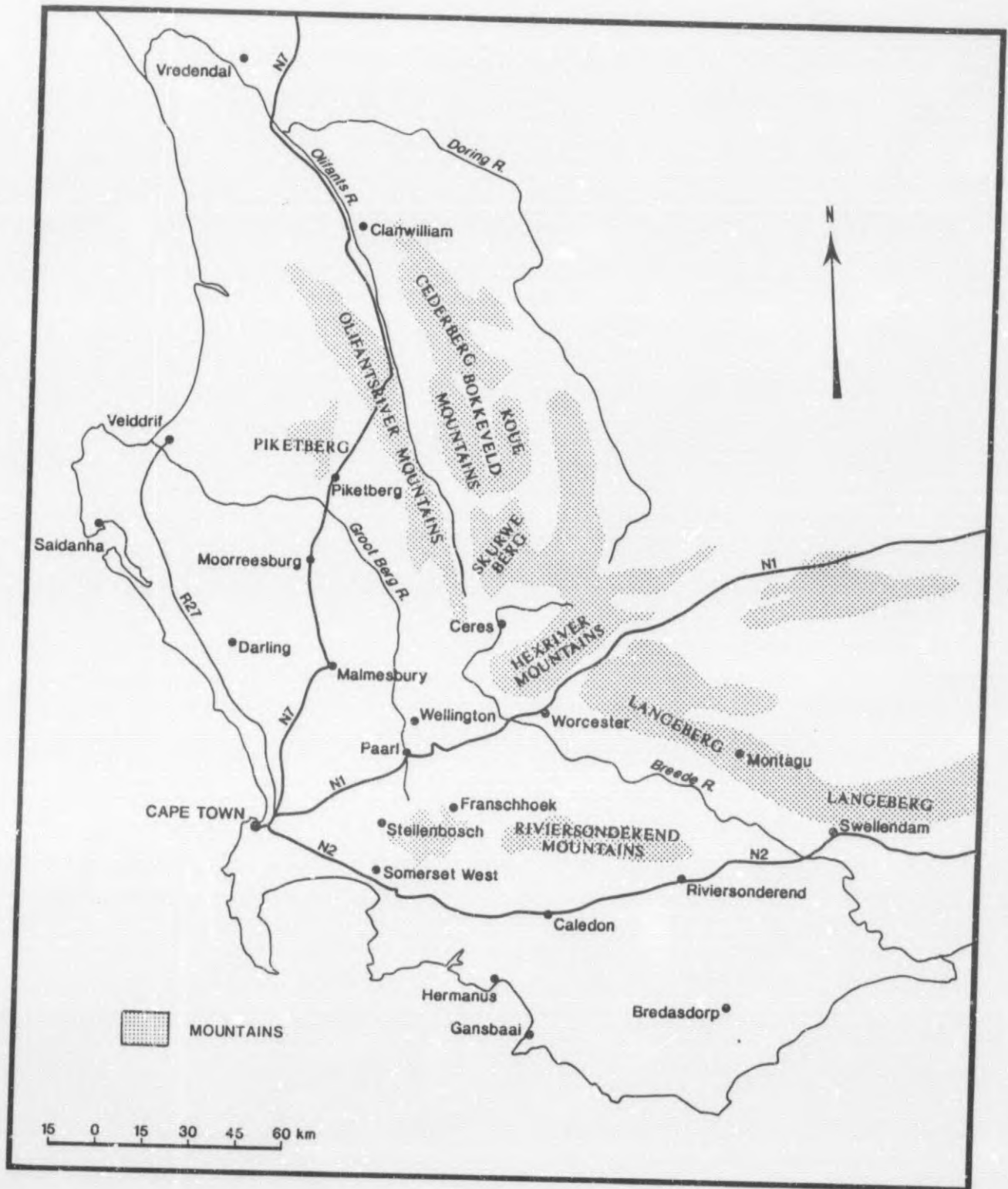


Figure 5.1 Zones in relation to natural features

The leading attraction listed by the 93 farmers is the aesthetic quality (82,8%) of their respective farming areas. It is a quality difficult to measure as it is not harnessed to one type of terrain, water feature or man-made object. A landscape may be pleasing to the eye of one person, yet not so to another (Sinden 1974 & Parcell 1987). The majority of views (72,8%) were recorded on Class 3VA, 3V and 5V farms. Related activities include picnics, camping and climbing. The presence of natural flora (56,0%) and fauna (40,9%) on all the farms indicates that a complete pillage of the rural areas has not occurred as a result of advanced farming practices.

A third of the farmers indicated the occurrence of historical buildings, while the mountaineous regions (especially in the Second Zone) provided the setting for activities such as climbs, picnics, hikes and walks taking place along, and in the vicinity of cliffs (28,0%) and ravines (21,5%).

The following section outlines the relationship with the aid of histogrammes, between land attractions and the farm activities practiced in the area.

5.2.1.2 Relationship between land attractions and farm activities

A factor linked to the increase in the occurrence of natural features, is the association between the location of farms and the natural and unblemished environment. This is particularly evident on the Second Zone farms situated in predominantly mountaneous rich regions (Figure 5.1). Fauna and flora are common features in the Second Zone, specifically on the livestock-grain (66,7% fauna and 88,9% flora) and livestock farms (60,0% fauna and 80,0% flora) (Figure 5.2). The proportion of First Zone grape- (50,0%), mixed- (40,0%) and deciduous fruit farms (33,3%) with historical buildings on their properties was notable.

Special attractions, such as caves and archeological sites, were restricted to the Second Zone small grain and livestock-grain farms, while gorges and cliffs were also more common in the Second Zone than in the first, especially on the deciduous fruit- (80,0%) and mixed activity farms (83,3%).

Second Zone small grain- (44,4%) and First Zone livestock-grain farmers (25,0%) were the only two groups where less than fifty percent of the farmers indicated that their surroundings lacked panaromic qualities.

Land orientated attractions

63

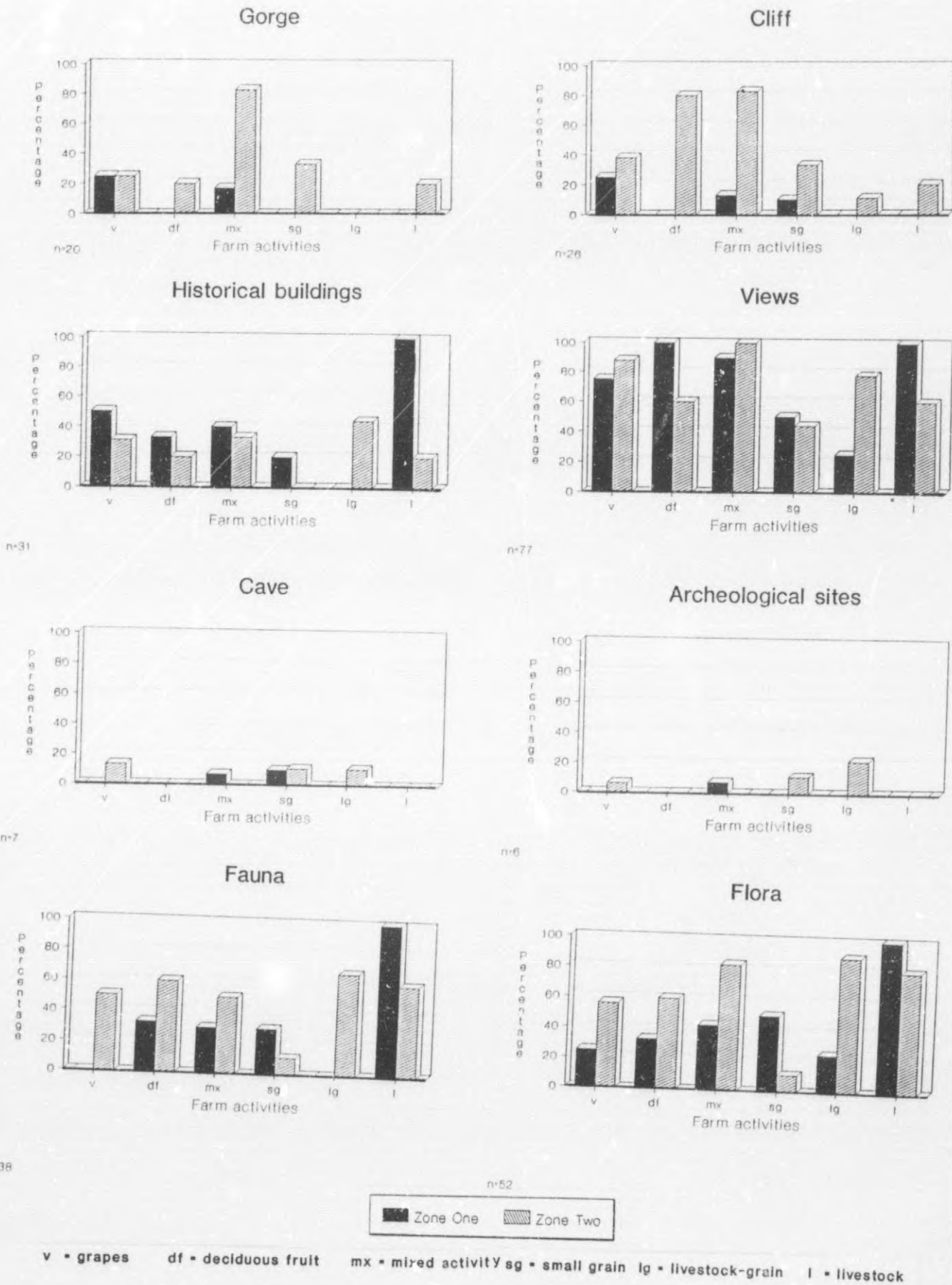


Figure 5.2 Land based attractions

Attractions are numerous, but development can only continue once the eye has been trained to perceive resources as not lifeless units, but as potential playing fields, suiting the needs of the diverse holidaying and adventure seeking public.

5.2.1.3 Restrictive methods to prevent exploitation

There are factors that must be considered before a land attraction can be modified to cater for and include the human element. The most important condition is that minimal changes must be made to the remaining privately owned, unproductive natural land found on farms. If unplanned development is going to result in unnecessary destruction of the remaining countryside, then this aspect of farm tourism should not be pursued. A balance between conservation, farming and tourism would have to be encouraged to ensure that the "negative environmental ramifications of tourism" do not progress unhindered (Mathieson & Wall 1982:48).

To ensure that this goal is upheld, the areas' uniqueness, natural variation, safety, gradient, surface, trees and natural covering, shade and shelter, aesthetic enhancement of the surroundings and accessibility must be considered and managed correctly (South Africa 1980; Fouche 1987 and Parcell 1987). If a combination of these factors was blended with good management by a conservation orientated person, it would herald a haven for any outdoor enthusiast on an excursion to a farm, or for those staying for an extended period.

Man has different needs, interests and recreation preferences. Land based attractions fulfill the desires of some, but the inclusion of water orientated attractions broadens the choice for others. Water attractions and activities will be discussed in the following section.

5.2.2 Water orientated attractions

The presence of water, especially running water, as a recreation asset, exhibits numerous qualities beneficial to man, ranging from therapeutic, refreshing and calming, to challenging and aesthetic qualities, which would classify activities into either water dependent- or water related activities. Water dependent activities include canoeing, swimming, angling, boating, sailing and water skiing, while water

Table 5.3 Relation between SATI and water attractions

Water orientated feature	Water orientated recreation activities							Total	Occurrence pattern
	Class 2 Viewing	Class 3 Activities	Class 3 Viewing Activities	Class 3 Viewing	Class 4 Viewing	Class 4 Viewing Activities	Class 5 Viewing		
		<u>Primary</u> swimming angling canoeing boating sunbathing <u>Secondary</u> as above picnics camping	<u>Primary</u> swimming angling sailing boating viewing <u>Secondary</u> as above picnics camping			<u>Primary</u> swimming sailing angling canoeing viewing <u>Secondary</u> as above picnics camping			
River	12,7	4,8	20,6	19,1	23,8	7,9	11,1	63	LINE POINT POINT
Waterfall	12,5	-	37,5	25,0	12,5	-	12,5	8	
Rock pool	4,9	4,9	22,0	22,0	29,3	14,6	2,4	41	
Sub total								112	
<u>Angling site</u>									
Dam	7,8	2,0	21,6	21,6	35,3	9,8	2,0	51	AREA LINE AREA
River	5,3	15,8	15,8	10,5	26,3	15,8	10,5	19	
Wetland	-	-	50,0	25,0	25,0	-	-	4	
Sub total								74	
Total	16	9	41	37	52	19	12	186	

related activities are walks, viewing, camping, sunbathing and bird watching (South Africa 1980).

Water bodies in the study area, occurring as line-, area- and point patterns, are contained between river banks, dam walls and the shores of vleis and wetlands. These are less impressive than the lakes of North America, yet if correctly maintained, a wealth of activities can be undertaken on and in the water, and along the banks, even if the primary function is for irrigation purposes.

5.2.2.1 Water orientated attractions and related activities

One hundred and eighty six attractions were marked in the study area, 60,2% consisting of rivers, waterfalls and rock pools and 39,8% in the form of fresh water angling sites located at dams, vleis (wetlands) and rivers (Table 5.3).

Wetlands, waterfalls and rock pools are natural fluvial features associated with the erosion and depositional powers of rivers. It is quite common, as in the case of land based attractions, to find a grouping of these features. Sixty-three (61,8%) farmers indicated that rivers, ranging from the Modder River in Somerset West to the Berg in the vicinity of Veldrift, border, or are present on their farms (Table 5.3). It is important to realise that certain sections along a river have outstanding features, while the rest of the natural run may exhibit no potential for future development.

Waterfalls, a point occurrence attraction, are found on eight farms, with 62,5% of the falls located in primarily viewing orientated areas. This attraction can create a pleasing milieu for picnics, walks, cascading and camping, and not only for their viewing possibilities as suggested by the SATI classification system. Natural rock pools (promising swimming spots) are present on 40,1% of farms across the range of the SATI classes.

5.2.2.2 Fresh water angling sites

The second half of Table 5.2 shows the number of fresh water angling locations (74 in total) supporting a healthy trout or bass population in the study area. These spots have the potential to lure a specialised fresh water angling fraternity, or the novice

out to catch the "big one". An additional advantage is that bird life increases, subsequently attracting the attention of the avid bird watcher. A simply constructed "hide" can provide hours of entertainment, provided that the water body is located away from the centre of farm activities.

Water attractions

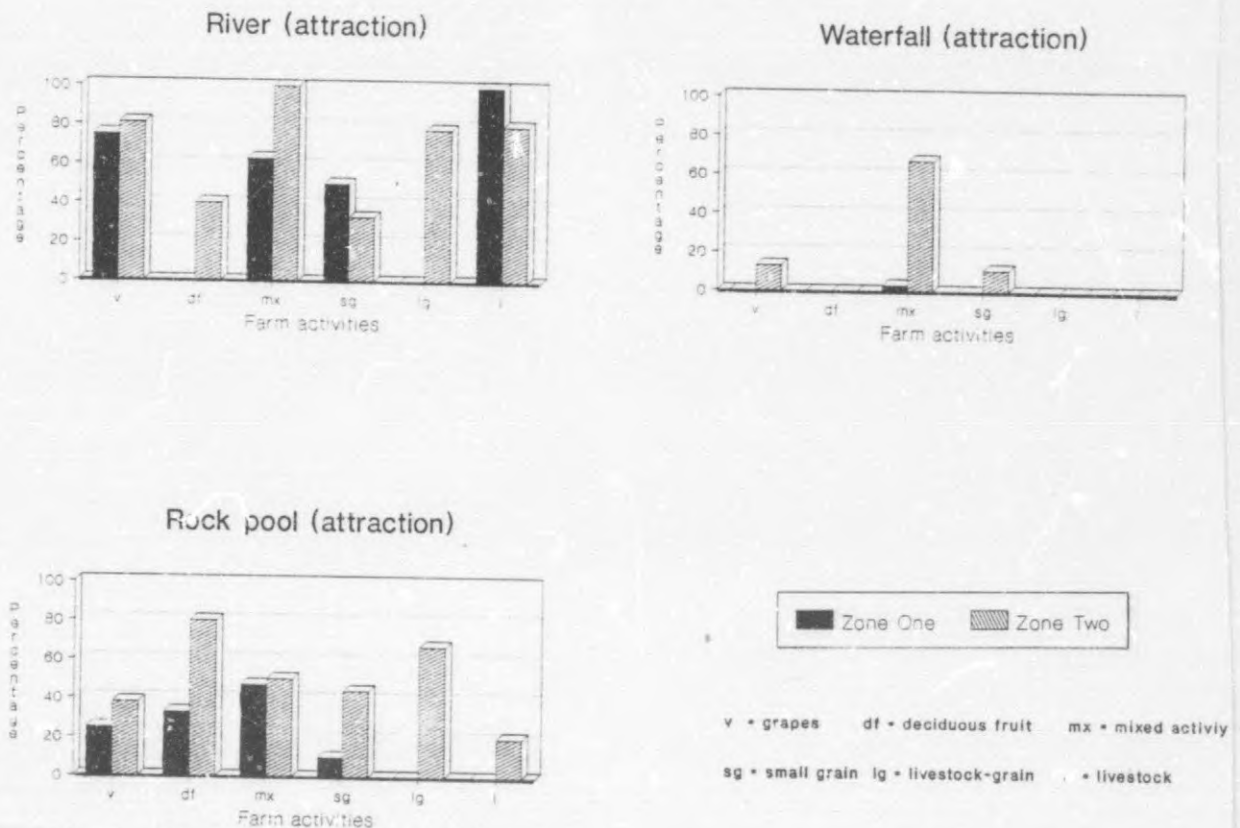


Figure 5.3 Water based attractions

Information pertaining to the seasonality of use, based on the variety of fish, indicated that on 57,7% of the farms, fishing could take place throughout the year, while summer fishing was permissible at a third of the locations, and only 9,0% of the farms could offer winter fishing possibilities.

The following section and Figure 5.3 briefly illustrate the existing relationship between the water related natural attractions and the six farm activities practiced in the South Western Cape. It is expected that a greater occurrence of waterfalls and

rock pools will be found in the Second Zone, due to the farms proximity to local mountains.

5.2.2.3 Relationship between water attractions and farm activities

The recreation potential for rivers, is well represented (six farming types over 70,0%), apart from the First and Second Zone livestock-grain- and Second Zone deciduous fruit farmers, whose properties do not include or border on rivers (Figure 5.3).

Waterfalls only occur on Second Zone grape-, mixed- and small grain farms, apart from a 3,3% occurrence in the First Zone mixed farming area. Finally, the 41 rock pools are mostly located in the Second Zone. Deciduous fruit- (80,0%), livestock-grain- (66,7%) and mixed farming areas (50,0%) display the greatest percentage occurrence of this natural phenomenon. The mountains in the Second Zone is a leading factor which contributed to the formation of pools and waterfalls.

5.2.2.4 Restrictive methods to prevent exploitation

Once a farmer has decided to diversify by including farm tourism in his activities, then a number of factors must be taken into consideration and applied, before the development of water related attractions can begin. These are accessibility to and from rivers and dams, safety of the user, suitability of terrain, quality of the water, presence of natural shelter, water surface area and depth, the aesthetic beauty of the surroundings, possibilities of fishing, seasonality of flow and most important of all - whether recreation will infringe on the farm's primary dependence on water for food production (South Africa 1980 and Taylor V 1984).

The same principal applies to water attractions which was highlighted in the land attractions discussion, namely, that unless realistic enthusiasm and a determination exists to incorporate farm tourism into the normal farming activities, then a gold mine of attractions on the property is meaningless.

The land and water attractions were added and averages calculated to determine which farming types had the highest average number of natural features per farm in the study area. The results indicated that the mixed activity farms had the greatest

average (5,03 features per farm), followed by the grape- (4,75), livestock- (4,3), livestock-grain- (4,15), deciduous fruit- (4,13) and last of all small grain, with an average of 2,89 features per farm.

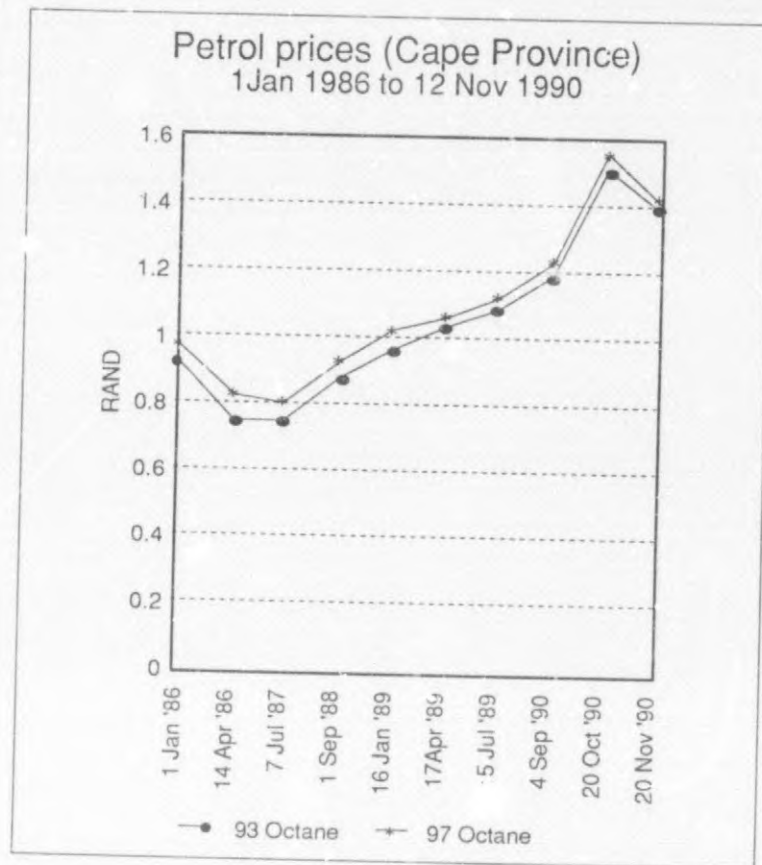
Accessibility is an important determining factor for the development of tourist facilities. "Off-the-beaten track" attractions are appealing, especially to the urban dwellers. Section 5.3 unravels information concerning accessibility and its application to the farm tourism industry.

5.3 ACCESSIBILITY IN RELATION TO THE FARM AND ENVIRONS

Access to recreation opportunities is a complex concept, often underestimated and scarcely given credit in recreation research. Given a situation where personal- (age, personality and race) and external factors (recreation resource availability, level of income and duration of the holiday period) are favourable for exploring a new recreation opportunity, yet ease of access is absent, then problems can arise. Accessibility is a determinant of the level of participation by the public (Chubb & Chubb 1981). A demand has been voiced for farm holidays, yet it is essential to investigate the ease or lack of accessibility to farms to the potential Cape Metropolitan recreation seeking populace.

5.3.1 Development of the transport network

In the days prior to the development of modern mechanised transport, walking, horseback riding and cycling were the main modes of extending the leisure radius away from the home. As man's knowledge broadened, public trams, trains and private motor vehicles became a common sight, initially amongst the more affluent societies, and then extending to the middle and lower class families. The first repercussion was the depopulation of the city residents to homes in out-lying suburbs and secondly, the fact that the radius for travel and excursions was extended. A greater flexibility for travel was made possible by technological advances in transportation.



(Inflation rate has not been included)

Figure 5.4 Escalating petrol prices, January 1986 to November 1990

Since the world energy situation changes, both naturally (depletion of resources) and politically (the Gulf crises) (Figure 5.4), the following factors relating to the effects on recreation emerge: Off-the-beaten track resorts will be the first to experience a decline in visitor numbers; Wheelspoke holidays will become typical, and accommodation will be chosen that are within close proximity to a cluster of attractions and activities; destinations to privately owned land (farm holidays) that are within easy reach, either by private car or public transport, will become more popular, and finally, the urbanised public will start to pressurise local authorities to supply urban recreation attractions that will bring the resource to the public instead of visa versa (Hecock 1970; Robinson 1976 and Chubb & Chubb 1981). Lakes, mock mountains, parks and shopping complexes are a few ways to

provide better access to the opportunities of swimming, fishing and mountainering to a larger proportion of the population (Janelle 1968).

The last example of urbanisation of outdoor recreation should never replace the real outdoor experience, away from the urban environment. The carrying capacity of existing rural recreation areas is limited, it is therefore important that farms should be made available for tourism, thereby legally extending the recreation space into what were previously non-accessible private areas.

5.3.2 Physical and market accessibility

Two forms of access can be identified from the above, namely: physical and market accessibility. Existing infrastructure, such as road, rail and air networks will determine the ease of movement from the home base to the resource destination (physical access). Secondly, market access measured as travel time, distance or travel cost is influenced by the proximity of large urban areas (Cape Town in this case) to a resource. An out of the way resource, unless specialising in a certain activity, for example hunting, will not be economically viable (Pearce 1981).

The next step is to assess in what way accessibility contributed to this study. Firstly attention is focussed on the distances from the farms to the Cape Town Metropolitan area and towns in the study area (market access). Secondly, the existing infrastructure (national and secondary road network, air, rail and bus routes) in other words, physical accessibility, will be discussed.

5.3.2.1 Distance relationship between farms and towns

When the two zones were demarcated, direct distances from the Highest Land Value Index (Cape Town Station) were used (35 to 45km and 110 to 120km). However, roads are constructed around or through physical barriers hence the building of tunnels (Huguenote Tunnel) and passes (Helshoogte Pass), causing distances to vary. In reality, Zone One extends from 32 to 64 km and Zone Two from 120 to 170km. Travel time still falls within Clawsons user- orientated and intermediate zones.

Table 5.4 Service towns in close proximity to the farms

Nearest town to a farm	Number of farms	Percentage of farms
Stellenbosch	26	25,5
Somerset West	13	12,7
De Doorns	10	9,8
Malmesbury	9	8,8
Piketberg	5	4,9
Porterville	5	4,9
Paarl	4	3,9
Stanford	4	3,9
Vredenberg	4	3,9
Ceres	3	2,9
Greyton	3	2,9
Prince Alfred Hamlet	3	2,9
Robertson	3	2,9
Veldrift	3	2,9
Worcester	3	2,9
Caledon	2	2,0
Gansbaai	1	1,0
Hopefield	1	1,0
Total	102	100,0

The towns in the study area, (18 in total) according to Davies' (1968) hierarchical categories, range from Cape Town as a major metropolitan area (demand centre); Stellenbosch a major country town; Caledon, a country town; Piketberg, a minor country town; Velddrif, a local service centre and Greyton, a low order service centre, each supporting a variety of low and high order functions (Table 5.4) (Van der Merwe IJ 1983).

Fifty-eight (56,9%) farms are located within 10km (road distance) from local towns, 26,5% are 11 to 20km away, while the remaining 16,7% farms are located further than 20km from a neighbouring town.

5.3.2.2 Distance between farms and transport routes

Three national roads, from the Transvaal (N1), Natal (N2) and Namibia (N7), bisect the study area at various points before entering Cape Town (Figure 5.1). It would be desirable if a greater number of travellers would take the longer yet scenic routes that cover the countryside, enabling them to experience intervening

recreational opportunities *en route*. In this way, more farms could become functional if alternative routes were uncloaked for the avid traveller.

Additional routes servicing the South Western Cape are: The West Coast R27; the R48 passing through Malmesbury; Tulbagh's R44; Franschhoek's R45 and the R43 going to Worcester. Secondary roads may not be of the same quality, but at least alternative passage to and from holiday destinations is encouraged. The average distance from farms to the National Roads is 22km (85km maximum and minimum, 1km), while to the Secondary Roads it is only 2,5km (12km maximum and 1km, minimum). Once again, regular usage of secondary roads leads to a greater awareness of the countryside and intervening opportunities.

5.3.2.3 South African transport network

The public transport system in South Africa is inadequate and unattractive, consisting of urban and extra urban buses, trains and aircraft, with Spoornet, Portnet and South African Airways controlling a majority of the interests. With the increase in private car ownership the importance of public transport facilities has decreased considerably.

Table 5.5 Touring companies operational in the Western Cape

Tour bus operators
Springbok Atlas Safari
Hilton Ross
Sea Link
Patch Adventures
SAS Tours
Rodeon Tours
Sun Tours
Private Enterprises
Kontrei Tours

Source: Viljoen 1990 (Adaption)

Competition has arisen with the introduction of the Greyhound, CitiLiner and InterCity buses that offer transport at competitive prices. The only short-coming is that they are designed for non-stop travel, for example, the CitiLiners itenary is Cape Town, Worcester, Bloemfontein and finally Johannesburg. The same applies to the SAR buses, at least they stop at bus halts in the rural areas, especially those not connected to the Metropolitan area by rail. Springbok Atlas Safari and other touring companies are the ideal businesses to approach to help develop a package deal consisting of sight seeing and accommodation on farms (Table 5.5).

A disadvantage of rail transport is that a route is fixed. This should not however curb initiative, for example, the introduction of Apple Express and the Franschhoek theme steam trains.

Present farm proximity (accessibility) to public rail transport (Spoornet) in the study area, is illustrated in Table 5.6. Stations and bus stops are present, although many of the stations are for goods and not passenger services. The former is of greater importance to the farmer's business, the latter would be an added advantage, should he diversify his activities to include farm holidays or day excursions. Sixty two (60,8%) farms are located within 10km of a bus stop or a train station, seventeen (16,7%) between 11 and 20km and twenty-three (22,5%) exceeding 20km (Table 5.6).

Table 5.6 Distance from stations or bus stops to the farms

Distance (km)	Number of farms	Percentage of farms
0 to 10	62	60,8
11 to 20	17	16,7
> 20	23	22,5
Total	102	100,0

The introduction of light and heavy aircraft brought distant destinations within reach of a larger sector of the travelling population on tourism or business related affairs. It is an advantage to have a well-conditioned aerodrome in the neighbourhood of a farm specialising in package deals to attract up country visitors.

The service should however include car rentals to ensure that the guests would not constitute an unnecessary burden to the farmer in connection with their transport requirements. In total, 64,7% of the farmers have light aircraft airfields on, or within 15km of their properties (Figure 5.5).

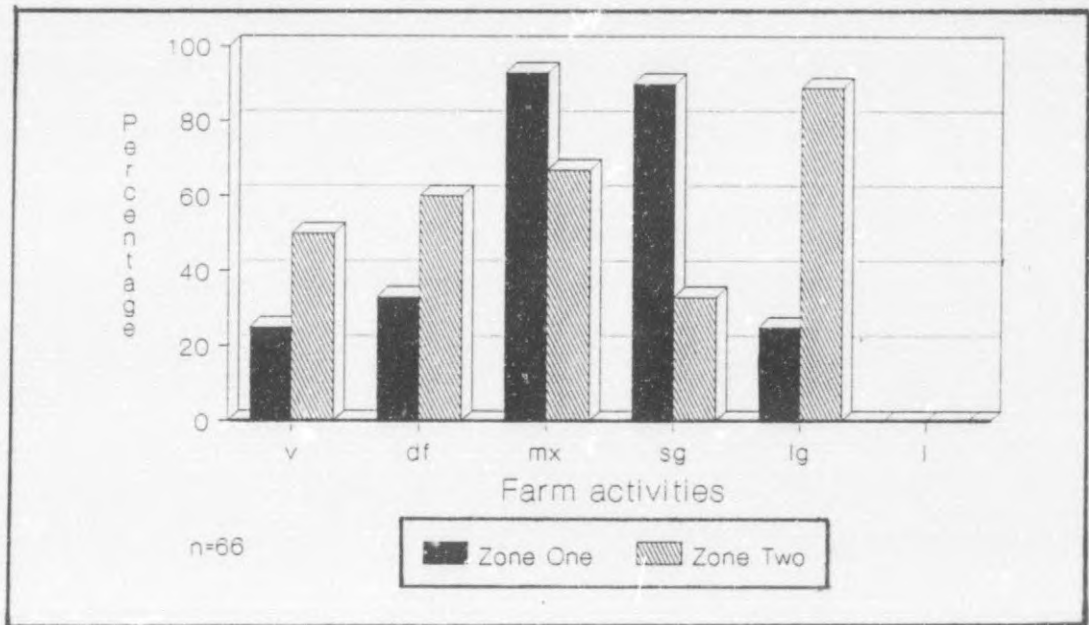


Figure 5.5 Number of farms within 15km of airfields

Apart from livestock farms with no airfields nearby, the other farming types do, ranging from 25,0% of the First Zone grape and Second Zone small grain farms, to 93,3% of the Zone One mixed activity farms.

The relationship between the location of airfields and farm activities concludes the section on accessibility. Existing and potential forms of rural tourism in the South Western Cape will be discussed in Section 5.4.

5.4 EXISTING RURAL TOURISM IN THE SOUTH WESTERN CAPE

"Appropriate rural tourism development is the planned use of resources for a countryside area which will lead to an increase in the general welfare of the environment, the community and the visitor" (Gilbert 1989:40). Four subdivisions of rural tourism directed at promoting farm life can be identified, namely harvest

festivals/agricultural shows, tours, theme restaurants and farm holidays (Smith 1983).

5.4.1 Harvest festivals and agricultural shows

Harvest festivals are traceable to the Early Egyptian, Assyrian and Babylonian Civilizations, with the original emphasis on religious and agricultural celebrations (Chubb & Chubb 1981). Recently attention has shifted to promoting local products and cultural happenings. A typical agricultural show, an off-the-farm attraction, would include local town inhabitants and farmers in the region.

School cadets, drum majorettes, "braaivleis" and "sokkie" evenings, dog shows, home baking competitions as well as the products farmed in the area are on display. Local appeal is overwhelming, as it is often the highlight of the regions agricultural calendar. The magnitude of these shows differ, for example, the Food and Wine festivals hosted in Paarl, Robertson, Stellenbosch, Vredendal and Worcester attract a larger following than the agricultural show of a town such as Villiersdorp. With continued initiative these shows can be a booster when clustered together with other local and farm attractions (Jooste 1987).

5.4.2 Tours

Tours are ideal as a means to enlighten the public about attractions and happenings not usually found within their normal home environment. Modes of transport vary and the areas visited may have an educational (apple factory excursion), historical (museums), cultural (man power exhibitions), scenic (Namaqualand flowers) or a geological (SASOL) emphasis (Hurry 1981). The advantage of a well organised regional farm tour, is that it encourages visitors to explore a predetermined area in the company of a guide, and this would hopefully lead to an awakening desire to search for future alternative unaccompanied routes.

5.4.3 Restaurants

Restaurants in rural tourism stand isolated. Dining takes on a new dimension when the decor, menu, service, entertainment and management portray the uniqueness of the region. Theme restaurants serve as an example. They range from French

Cuisine in the Franschhoek Valley to traditional South African dishes served at a number of quaint restaurants in the Boland. To really acquire an affinity with a region, the best would be to dine in the comfort of the home of a family involved in the farm tourism industry.

5.4.4 Farm holidays

Each of the preceding categories of rural tourism can exist on different levels in the urban environment, except overnight accommodation on a farm. Even this could be substituted by two and three star hotels and motels. It is therefore important to promote rural tourism in such a manner that it draws the urbanite away from his territorial home enclave out into the rural countryside. Due to the complex nature of farm holidays, an in depth study of this branch of tourism is covered in Chapter Six.

To reflect on the situation in the study area, figures and tables will be analysed concerning the influence of distance (Table 5.7) and the relationship between farm activities and rural tourism (Figure 5.6).

5.4.5 Distance and the occurrence of rural tourism

There are 41 reported cases of rural tourism in the study area, involving 21 farms. Agricultural shows (18,6% of the 102 respondent farmers) are the most common form of rural tourism practiced. Of these farms, 31,6% are located in Zone One, 68,4% in Zone Two of which 42,1% at distances greater than 145km from Cape Town (Table 5.7). An increase in distance is accompanied by a rise in the number of farms participating at agricultural shows.

Farms offering tours are few (6,9%) and evenly spaced with a slight decline in the distance category 120 to 145km. Tours, group or private, range from wine routes, strawberry rides and educational dairy tours to ostrich farming and wildlife tours in the Robertson valley. They are an on-the-farm promotional activity requiring sound management if disruptions to normal farming routines are to be prevented.

Table 5.7 Relationship between distance and rural tourism practiced by the respondent farmers

Rural tourism	Distance from Cape Town Station (km)				Total
	Zone One		Zone Two		
	32-48	49-64	120-145	146-170	
Restaurants	100,0	0,0	0,0	0,0	3
Tours	28,6	28,6	14,3	28,6	7
Farm holidays	14,3	42,8	28,6	14,3	7
Shows	15,8	15,8	26,3	42,1	19
Other	40,0	40,0	0,0	20,0	5
Total	26,8	24,3	19,5	29,3	41

A restaurant's existence depends on the presence of patrons and the restaurants good reputation, otherwise a profitable future is unlikely. Two restaurants had been constructed on farms already linked to the local wine routes, forming part of the itinerary of a planned tour. Full meals, cheese and the wine of the region are served, as well as afternoon teas. The third restaurant had no definite clientele, was over priced and obscure in location. All of them are located within 32 to 48km from Cape Town.

Seven farmers (6,9%) diversified their existing activities to include the promotion of farm holidays. The greatest concentration is found within 49 to 64km from Cape Town, yet extending to the furthest distance category of 146 to 170km.

The questionnaire allowed for "other" examples of rural tourism to be included. A fascinating experience, which the researcher was fortunate to attend, was where a family regularly opened their rambling old farm house located on the slopes of Helderberg, for recitals, musicals and ensembles.

Rural tourism is undertaken slightly more actively on the First Zone farms (51,2% compared to 48,8%), although there is potential for greater expansion in all four categories. To determine the relationship between rural tourism and farm activities,

within the two zones, an examination of Figure 5.6 is necessary.

5.4.6 Rural tourism on sampled South Western Cape farms

Grape farmers are at present only involved in tours (12,5% of the grape farmers) and agricultural shows (25,0%). This is indicative of the Second Zone, as no known forms of rural tourism are practiced on Zone One grape farms. Agricultural shows are attended by 40,0% of the deciduous fruitiers, once again only those in the Second Zone.

Farms classified in the mixed farming category participated in all forms of rural tourism identified in the research. The First Zone farmers, probably because of the high proportion of wine farmers included, are more active than their counterparts in Zone Two. Farm holidays and restaurant ownership occur only in the First Zone, while the other forms of rural tourism are evident in both.

A third of the Second Zone grain farmers exhibit their produce at agricultural shows. It is an off-the-farm activity, yet in this manner the farmer indirectly meets the public, even though no or little cash changes hands between the two parties. Livestock-grain farmers are the only other group besides the mixed farmers to promote farm holidays on their property, differing from the mixed farming activity, since both zones are active (25,5% and 33,3% respectively). These farming areas are adjacent to the West Coast, they therefore have taken the initiative to attract an ever increasing number of holiday makers. Agricultural shows are attended by 22,2% of the Second Zone farmers. Livestock farmers are at present not involved in any of the rural tourism activities identified.

In conclusion, shows are the most common form of rural tourism practiced, yet the ideal would be to physically bring the tourist to the farm. As mentioned above, agricultural shows, depending on the products exhibited and attractions available, vary in the attraction they generate. It is encouraging to see that farm holidays are in operation even though this is only in the livestock-grain and mixed farming regions. More attention focussed on the promotion of farm holidays could result in a multiplying effect, leading ideally to tours and restaurants being established and increased as the tourist rand circulated within the rural community.

Rural tourism

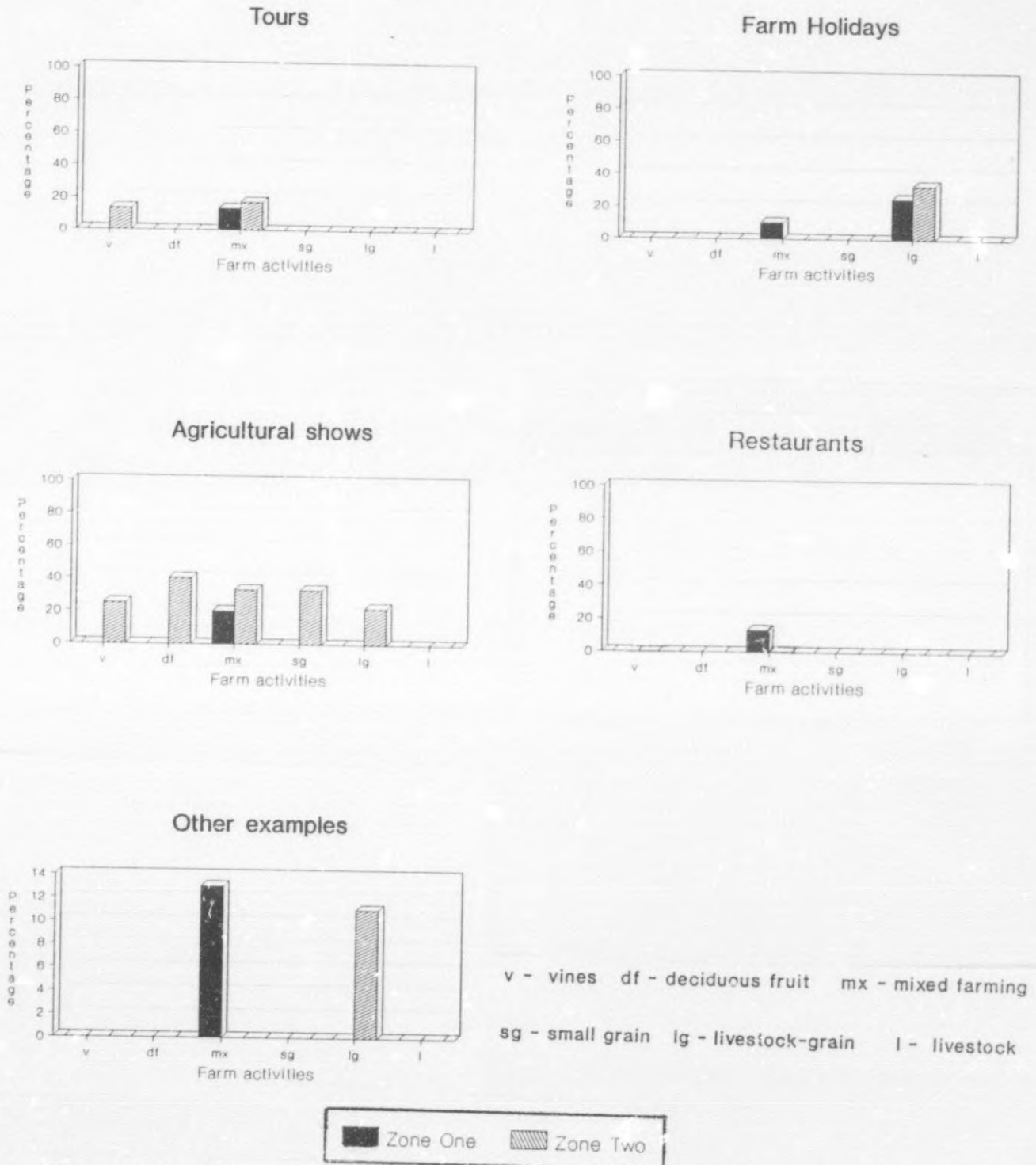


Figure 5.6 The occurrence of rural tourism on sampled farms in the South Western Cape

5.5 FARM BASED RECREATION FACILITIES

The number of existing man-made and natural outdoor facilities found on the farms is encouraging, although presently the facilities are mainly retained for private use. If a farmer wishes to diversify and has already developed certain facilities, then the transition phase from farmer to 'tourist host' is not so great. An important point to consider, is that future development of facilities should preferably be developed away from the private home areas of the farmers. It would also be wise to apply rules and regulations, not only as a source of information to the visitor, but also to protect the facilities.

In total, 45 facilities located on 21 farms were identified, once again indicating that a grouping of facilities occurs. The most common were picnic spots (12), campsites (9) and nature or game reserves (7), which included a collection of South African tortoise, an ostrich farm and a private game reserve near Robertson. Bridle trails (6) and hiking (4) have the ability to open up a new world to the adventurer, especially when that farm tourist is perched on the back of a horse. The least common facilities were bike trails (1), but with the rapid acceleration of interest towards mountain bikes, an increase may be expected. Four farmers indicated that 'other' facilities were present on their farms - yet did not specify what form they took.

5.5.1 Distribution of outdoor recreation facilities

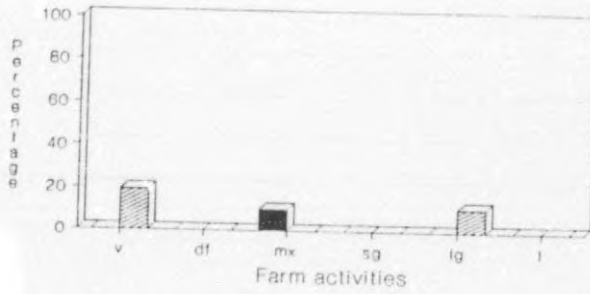
The First Zone mixed activity farms were the only group representing all forms of facilities (Figure 5.7). Deciduous fruit, small grain and livestock farmers in the First Zone had not developed any facilities, as well as the Second Zone small grain farmers. Referring to Figure 5.6, it is interesting that the representatives of the First Zone mixed activity farms were involved in restaurants, tours and farm holidays, hence a possible reason for the healthy presence of facilities on those farms.

5.6 CONCLUSION

The natural and man-made resources identified by the farmers in the area are plentiful, an average of 4,8 attractions per farm. Some of the features have been modified, conforming to man's need (dams), while others remain in their natural

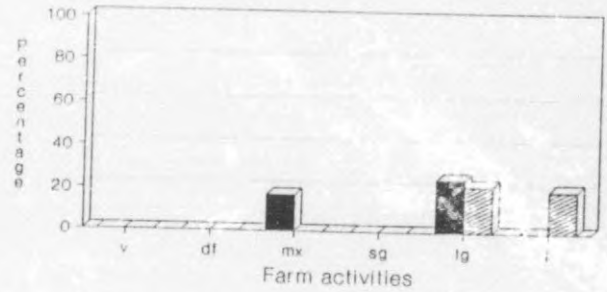
Outdoor recreation facilities

Nature reserve



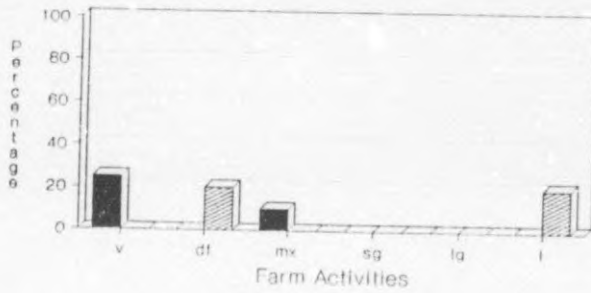
n=7

Camping sites



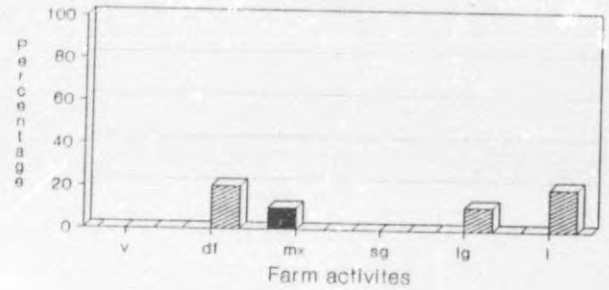
n=9

Hiking trails



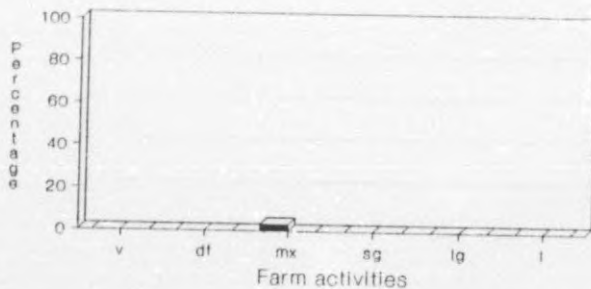
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Bridle paths



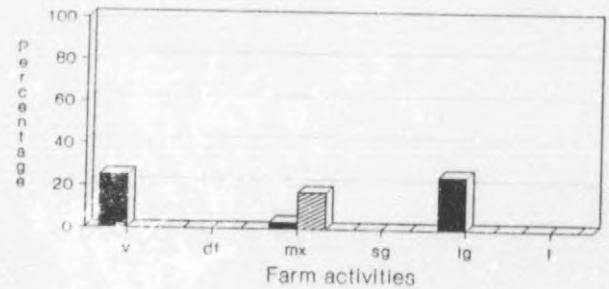
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Cycling tracts

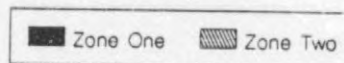


n=1

Other



n=4



v = grapes df = deciduous fruit mx = mixed activity sg = small grain lg = livestock-grain l = livestock

Figure 5.7 Relation between existing outdoor recreation facilities and farm activities

state (caves and gorges), confirming that man conforms to nature. Conservation and environmental issues must be accentuated to restrain the tourism and agricultural sectors from exploiting the natural surroundings.

A family planning to spend a week on a farm will do so with the intent of using it as a base for wheelspoke excursions, or alternatively, all actions and activities will be centered on and in the immediate environment of the farm. The first option demands local community involvement to increase rural tourism in the area, while the second possibility places the responsibility in the camp of the farmer to supply sufficient activities to keep a visiting family entertained. A large organised natural recreation resource base will fulfill this obligation. This is especially important in isolated areas. Once the farm has been explored, curiosity will expand into the natural environment, and if there are insufficient available attractions, interest will waiver, reducing the likelihood of a return visit.

The presence of mountains and water bodies creates a varied landscape, particularly evident in the Second Zone. The scant hiking and bridle trail facilities in the area can be expanded with the authorisation of neighbouring farms. New trails are eternally in demand, therefore it is ideal if previously inaccessible private land can be opened to the public under the name of farm holiday excursions.

Regarding the relationship between farm activities and natural features, it is important to realise that it is not the farming type that can lay claim to being the most suitable for natural resource development, it all depends on where the farm is located and the amount of unproductive land available. The findings in the study area therefore cannot be used as a hard and fast rule concerning the suitability of national farm tourism development. Many diverse contributing factors have to be considered. In the study area however, the mixed activity farms had the greatest number of attractions per farm and the small grain farms, the least.

Consideration of public transport networks in South Africa would have to be improved, especially with rising petrol costs, and the development of transport package deals to help promote farm holidays. The majority of farms are located within 10km from the towns, not therefore completely divorcing the visitor from "normal" events.

A selection of natural attractions to complement the development of farm holidays is crucial. The next step is therefore to meticulously study all facets of the farm tourism industry in order to promote these attractions amongst the public. This will be attempted in Chapter Six.

CHAPTER SIX

FARM BASED HOLIDAYS

Farm tourism can be defined as "tourism enterprises that are present on working farms and yet are largely supplementary to existing farm activities" (Frater 1983:167).

This chapter dissects the many facets of farm based holidays by discussing rural economic stabilising effects; the benefactors; motivation behind diversification; attractiveness of the farm as destination; socio-economic profile of the visitors; accommodation units and related legal requirements; entertainment programs; the negative side tourism impacts and practical solutions to these, and finally tourist directed marketing strategy.

6.1 PLIGHT OF THE RURAL AREAS

"The potential contribution of non-conventional farm-based enterprises to farm incomes may increase as conventional enterprises are weakened by the cost-price squeeze" (Slee & Yells 1984/1985:317). No economic sector is unaffected by rising inflation and economic instability. Farmers worldwide are experiencing the squeeze, some to a greater extent than others, it is imperative therefore that alternate or non-conventional farm-based enterprises are found to help supplement incomes.

Not all farms are conducive to the tourism industry, and financial gains can be both marginal and confined to holiday seasons and weekends. It is a potential solution however to provide some stability to the farm by means available on the farm. Alternate options include reverting to hobby farming (Daniels 1986), mergers or selling the property, which only increases the depopulation of the country side. For example, in the Thabazimbi magisterial district, the number of white school children decreased by 52% between 1970 and 1982 and only 56% of the farms in the area were occupied by white farmers (Wilson 1984).

Since 1932, the socio-economic situation of the inhabitants of the rural areas have been investigated by various government fact finding commissions namely: Gresskopf (1932); Schuman (1938); Commission of Investigation into the White

population of the Rural Areas (1959); the Commission of Investigation in Agriculture (1968 and 1970); Committee of Investigation into Rural Reform (Land Reform) and Jacobs 1979 Committee (Hattingh 1986).

In 1986, the circumstances surrounding agriculture had only improved marginally, further investigation was therefore ordered by the State President. An Economic Advisory Committee was appointed to report on the following:

- (i) The role and importance of primary agriculture in the South African economy;
- (ii) a decision of principle about the necessity of special measures aimed at the reconstruction of agriculture;
- (iii) possible measures for the reconstruction of agriculture, with special reference to the contribution that can be made by the government and *other sectors of the economy*, and
- (iv) the degree of priority that the reconstruction of agriculture should receive in government policy and expenditure (Hattingh 1986).

Hattingh reports further that even though recommendations poured in by the hundreds, tourism as a solution or even a partial solution was not even considered.

France, in post Second World War years was faced with a similar problem and this led to the introduction of the *gites* holiday farm system, initiated largely by the Minister of Agriculture. It flourished due to the availability of capital grants and loans as part of a National policy for Government aid. Figures in 1980 indicated that 3% (equivalent to approximately 1 800 farmers in RSA) of all farmers were involved in the *gites* system. This however excluded the unregistered holiday farm operators (Table 4.3). A government sponsored farm tourism development plan for South Africa could curb the plight of the rural areas. The question arises, who would benefit?

6.2 FARM TOURISM BENEFICIARIES

Three groups stand to benefit in the development of a domestic farm tourism industry, namely the visitors, the farmers and the local community.

6.2.1 Visitors

Economically, it is a value-for-money proposition for the guests, as accommodation is cheaper compared to hotels, motels, time-share and second homes. In this way it is a service not limited to a certain socio-economic group, but falls within reach of a larger segment of the tourist market.

Personal and social development is irrevocable. An urban family, accustomed to the stress of the city, may find the contrasting rural environment at first disturbing and then calming as they adapt to the differences. For maximum benefit it is advisable to stay a minimum of one week, exclude media interference, be in touch with the earth, converse with the local inhabitants, walk, cycle and horse ride and finally return home with good memories of a positive holistic experience.

6.2.2 Hosts

Secondly, the hosts (the farmer and his family). By accommodating day excursionists and holiday makers, thus cross cultural and social barriers; secure 'careers' for the wives; develop entrepreneurial spirits and managerial skills; experience a rise in quality of life; supplement their incomes and hopefully create a natural symbiotic relationship between agriculture and tourism.

6.2.3 Local community

The third group to benefit would be the local community, including neighbouring farms and towns in the region. The economic impact of the Tourist Income Multiplier effect (TIM) described in Mathieson and Wall (1982), Liu *et al* (1984) and Murphy's (1985) research on world tourism trends have been applied and adapted by the researcher to farm tourism at a local level, targeting the domestic market. "The multiplier measures the impact of exogenous spending in the [local]

economy by adding up all successive rounds of respending", until the tourist [rand] eventually stops circulating (Liu *et al* 1984:282).

Figure 6.1 indicates the circulation of the tourist rand, directly infused into the community via the farmer, who received the money from the tourist sector for accommodation services rendered. A second round of spending occurs when the farmer distributes this money as 'Indirect' earnings.

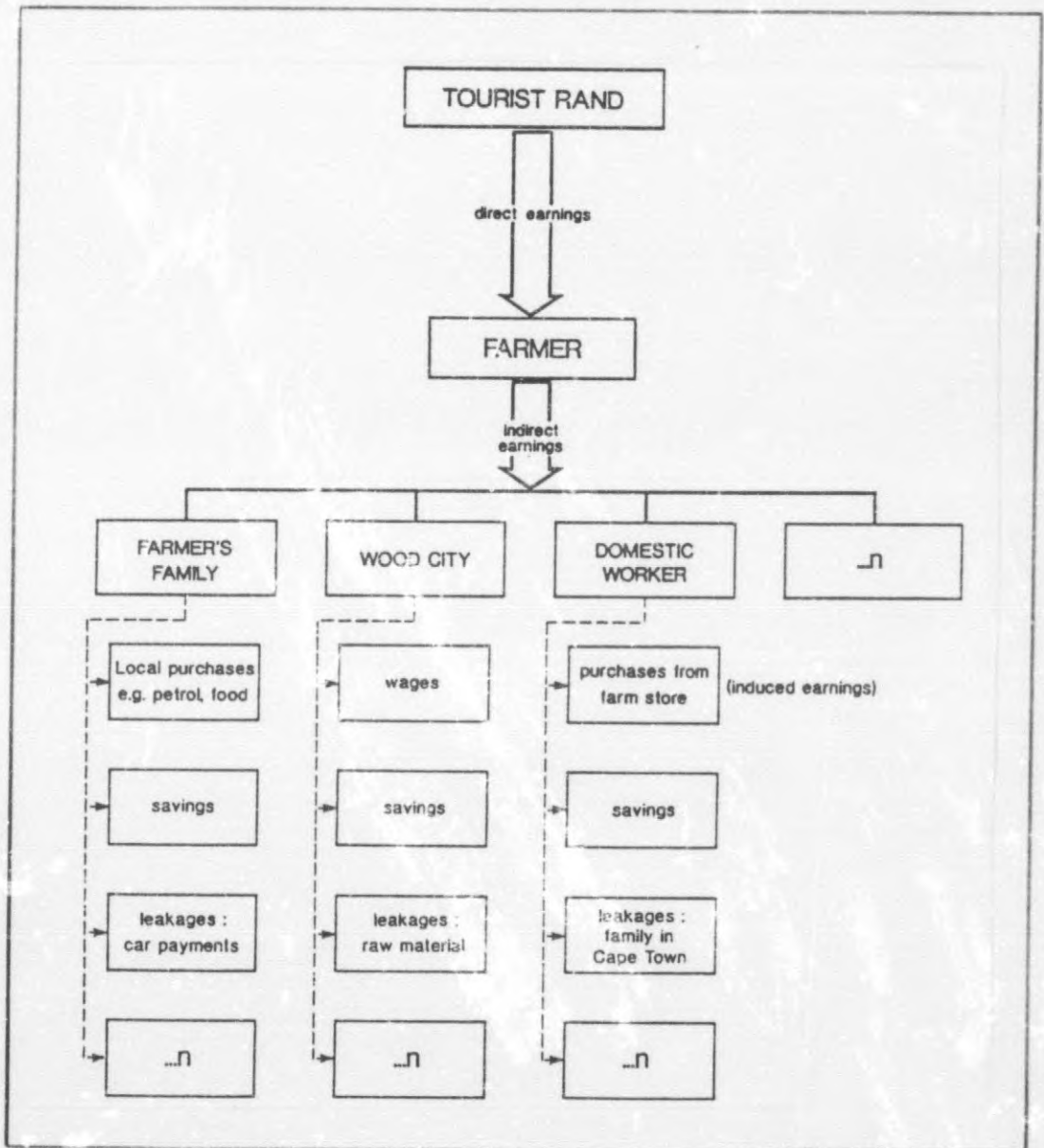


Figure 6.1 Tourist Income Multiplier effect of the tourist rand payable for farm accommodation

The recipients include his immediate family, a secondary industry, such as Wood City, where he has an account for building materials, the domestic worker who oversees the cleaning of the cottages and finally, to any additional group servicing his needs.

During each round of respending (up to 60 times), the multiplier effect increases, but actual money in circulation within the community however decreases. This occurs, for example, when the farmer saves a portion of the tourist rand or when 'leakages' flow out of the community in the form of for example a down payment on a car purchased in Cape Town or a monthly installment to a national farm tourism marketing body. 'Induced' earnings evolve during interaction between the different sectors, for example, when the domestic worker buys bread from a store controlled by the farmer.

The more self-sufficient a community, the greater the multiplier effect leading to the increase of benefits experienced within the community. If in time they produce goods and provide services equal to those available outside their borders, then the tourist rand will remain in circulation for a longer period and 'leakages' will be significantly less.

Local community benefits, as a direct result of the TIM effect, are legion. The tourist rand is distributed to numerous sectors of the local community; permanent, seasonal and casual tourist and related job opportunities are created; local municipalities, serving the towns visited by the farm tourist, upgrade existing amenities, infrastructure and services, as the gross Tourist Rand circulating consists of 31,5% for accommodation, 38,5% for food and beverages and 15% each for sightseeing and other purchases (Mathieson & Wall 1982); rural tourism is advanced and leisure activities created for the tourists can be utilised by the local inhabitants, and finally, cultural and social barriers common between urbanites and rural communities are gradually erased. Disbenefits associated with tourism do exist and are to be discussed in Section 6.10, but to what extent does farm tourism exist in South Africa?

6.3 THE EXTENT OF FARM TOURISM IN SOUTH AFRICA

Even though the industry is in the infant stage, isolated examples do exist. An inventory was compiled and presented at the Tourism in Agriculture Congress, by a representative from the South African Agricultural Union, indicating a number of holiday farms operating in South Africa (Jooste 1987). Kontrei Tours (the Boland), Garden Route Farm Holiday Association and North Eastern Free State Farm Holidays are a few of the groups cited in the report. The majority of farms are run privately and are located across the country. To name a few: Chamonix (Franschhoek); Melton World Guest Farm (Victoria West, Cape); Lekkerwater Holiday Farm (Warden, Orange Free State); Hebron Haven Guest Farm (Lions River, Natal); Buffelspoort Guest Farm (Marikana, Central Transvaal) and in the Eastern Transvaal, Glory Hill and White River.

6.4 DIVERSIFICATION OF FARM ACTIVITIES

The diversification of agricultural activities involves a redeployment of resources to alternative enterprises of either an agricultural or non-agricultural nature. Farm diversification includes direct marketing (farm gate sales, Pick-Your-Own schemes), overnight accommodation facilities (bed-and-breakfast, self catering, caravans and camping), recreation attractions (bridle paths and hiking trails) commercial-industrial enterprises (on-the-farm cheese and dairy industries) and other activities such as conservation and forestry programs (Bull *et al* 1984 and Slee & Yells 1984/1985). Agriculture must remain the primary activity while diversification enables less intensive land-uses to be practiced. If a farm operation has undergone a complete metamorphosis in other words, from a working farm to simply a guest farm, then it cannot be classified as a holiday farm business.

6.4.1 'South Western Cape as case study

The farmers were asked to select, from a list of variables, the most important reasons that influenced, or would influence their decision to diversify. The need for extra income (the leading reason in both cases) induced 85,7% of the experienced- and 44,4% of the inexperienced farmers (should a decision be made) to alter existing agricultural practices to include the tourism sector (Figure 6.2). This would

seem to indicate that the farmers are experiencing the previously mentioned price-cost squeeze imbalance between inputs and outputs.

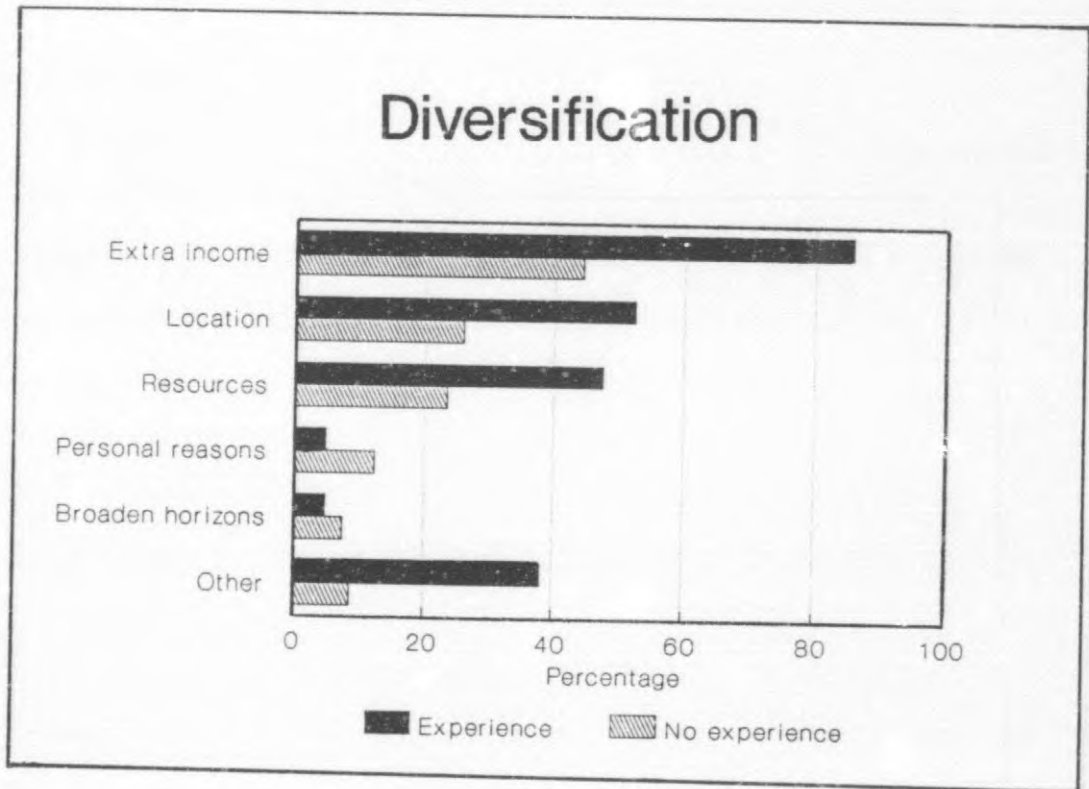


Figure 6.2 Motivational differences between farmers with experience in rural tourism versus those without

Dernoi (1983) suggests that certain factors be examined to gauge whether or not the income generated by farm tourism renders it a viable proposition. These include: The structuring of rates; seasonal and quality fluctuations; profitability thresholds and the number of man hours spent servicing and answering guests' needs. Research presented at the Marienhamn Symposium (1982) has shown that profit margins oscillate from one country to another.

Norwegian farmers receive an additional 5 to 15% income from farm tourism, Austrians in the mountaneous regions (fortunate to have a double season) increase their total income by 4% and in the Federated Republic of Germany, 0,8% of total agricultural proceeds are generated by farm holidays. In 1979 an average Spanish

farms' nett income (in a poor area) was 80 000 pesetas, while those involved in farm holidays received an additional 50 000 pesetas annually, an increase of 62,5%.

The second reason for both groups to consider farm tourism was location (proximity to the target urban population market) (52,4% and 25,9%), and thirdly, the availability of resources both natural and man made (47,6% and 23,5%). These findings correspond to the results of a study of 120 diversified Midland farms in England, however, available resources were placed second to location, separated by a one percentage difference in score (Ilberry 1987).

To conclude: The categories "Personal reasons" and to "Broaden wife's horizons" were the only two motivational reasons supplied by the farmers not involved in the tourist trade that exceeded the interests of those involved. Possibly, experienced farmers are more realistic and economically orientated to the tourism trade compared to the romantic vision of the potential entrepreneur.

6.4.2 The distance factor

Ilberry studied the role that distance played in diversification. Results indicated that nearly two-thirds of holiday farms occurred within 5 kilometers of the city's limits. The number of accommodation units increased away from the city's green belt towards the more rural agricultural countryside, while recreation, direct marketing and commercial-industrial forms, catering for day excursions, were concentrated closer to the city.

Distance played a notable role in the South Western Cape (Table 6.1). Location was the most common reason for farmers in Zone One (32 to 48km), considering these farms are located the closest to the tourist catchment basin of Cape Town. Extra income was reckoned important by the farmers found between 49km and 64km from Cape Town, while the category "other" (generation of jobs, community service, promote the South African image) was chosen above income and location by those resident in the first half of the Second Zone.

Table 6.1 Role of distance in diversification motives

Reasons to diversify	Distance from Cape Town (km)				
	Zone One		Zone Two		Total
	32-48	49-64	120-145	146-170	
Extra income	33,3	27,8	14,8	24,1	54
Resources	31,0	17,2	13,8	37,9	29
Location	41,9	19,4	22,6	16,1	31
Personal choice	36,4	18,2	18,2	27,3	11
Broaden wife's horizons	28,6	14,3	0,0	57,1	7
Other	26,7	20,0	26,7	26,7	15

Row percentage

Farm tourism is unique in the sense that the tourist as a social interactor brings a variety of social benefits to the rural areas without necessitating the hosts to regularly seek social interaction away from home. This is especially important for women not deeply involved in farm operations. It is encouraging that the wife's interests were considered, forming the main criteria for diversification on farms located further than 146km from Cape Town. In West Germany, over 50% of registered holiday farms are run by women (Hoyland 1982).

6.4.3 Farm activities and diversification

Location, as a motive to alter present farming functions was noted specifically by the First Zone grape, mixed and deciduous fruit farmers responses. This was most likely due to their closer proximity to Cape Town when compared to the lack of emphasis it received by their colleagues in the Second Zone (Figure 6.3). The incentive, extra income was of less importance to all Second Zoners. Adequate resources did and would however affect their decision to diversify.

According to Ilberry's results "farm diversification ... is biased towards farms practicing extensive livestock enterprises" (Ilberry 1987:25), based on the prospect of erecting recreation and accommodation facilities on the expanse of farm land associated with this form of agriculture. The South Western Cape livestock farmers

Diversification

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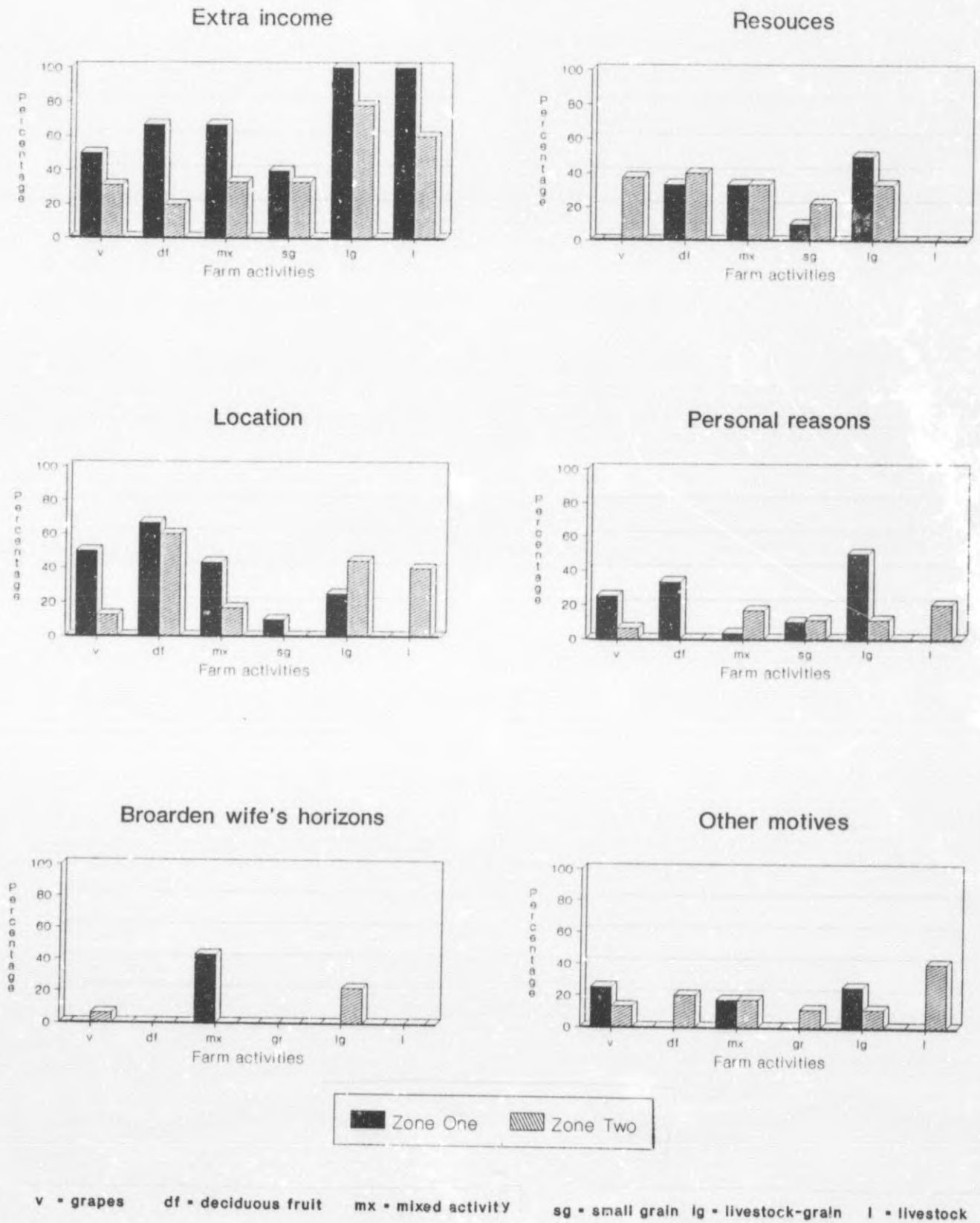


Figure 6.3 Relationship between farm activities and diversification motives

however did not indicate that availability of resources was an important reason to diversify, but concentrated their attention on the need for extra income as stimulus.

Small grain and the livestock-grain farmers realised that due to the magnitude of available land, a resource was there for potential development, although the desire or need for extra income, would be the fundamental reason leading to their participation in the tourism industry.

To conclude, entrance into the farm tourism industry necessitates certain requirements. In France, the '*Relais departemental des Gites*' requires that a prospective farmer submits a 'charter of quality' to a board of inquiry, rendering information concerning possible development. The information must include a general location map, motives for diversification, a large scale site plan, drawings, water supply analysis, description and estimation of work costs and finally an application to join the *gites* movement (Wrathal 1980). The department is not there to create a monopoly, but to render information and financial assistance. The South African farmer is faced with similar regulations as discussed in Section 6.8.4. In this way only those seriously contemplating farm tourism will pursue the issue, yet it would still remain their decision to stipulate the period when the farm would be open to the public.

6.5 FARM HOLIDAY SEASONS

Originally Greater Cape Town and her environs had a six week summer holiday season. This was later extended to six months, with the eventual intention of creating a year round attraction in this area (The Argus, 13 January 1988, p8). As this develops, the need for accommodation and recreation sites would increase, placing the onus on the shoulders of the tourism and alternative tourism service sectors.

In the light of this, should farmers accept the challenge to meet the growing need for new attractions, then three time slots are available to open the farms: daily; on weekends and during school holidays. The following documents the preferences of those who completed this section (69% of total respondents) (Table 6.2). Farmers involved cater mainly for day visits (55,6%), considering that farm

tourism is at present predominantly directed towards tours and agricultural shows. They specialise secondly in holidays (38,5%) and thirdly in weekends (29,4%).

Table 6.2 Length of holiday season and farmer's rural tourism experience

Holiday Season	Experience in rural tourism	No experience in rural tourism	Total
Daily	55,6	44,4	18
Weekends	29,4	70,6	17
Holidays	38,5	61,5	32

Row percentage

Those not experienced in tourism would prefer visitors on weekends (70,6%), holidays (61,5%) and finally day outings (44,4%), a reverse of the first group. The option to "Never" open the farm to the paying guest was completed by 31,4% of all the farmers. It would be interesting to reapproach this group to ascertain whether views have changed over the period since the field work began as farm holidays have received increased media coverage from both the private and public sector.

6.6 ATTRACTIVENESS OF FARM HOLIDAYS

What attracts a visitor to a farm, for accommodation purposes in particular? This question was raised by a number of independent researchers and research centres. Available reports documented over a ten year period from 1977 to 1987, by six researchers located in as many countries, revealed the following results.

The value of 'peace and quiet' was the most important attribute of farms holidays, apart from a study in England where the visitors weighed the benefit of accommodating large families cheaply as the leading attraction. Additional reasons include: New experience for children; unhindered pursuit of hedonism; activity holidays; friendly uncommercialised atmosphere and reception; countryside attractions; change of routine; freedom and flexibility of movement; farm life; cross cultural communications and understandings; accommodation of pets and finally good natural food (Skelly 1977, Vogeler 1977, Van Aswegen 1987, Frater 1983, Slee & Yells 1984/85 and Wales Tourism Board 1987).

6.7 FARM HOLIDAY VISITORS

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Research has determined why visitors enjoy farm holidays but, who are these people? Socio-economical, they are white collar workers in professional, managerial and non-manual disciplines who earn good salaries and have longer paid holidays. One-third of the Welsh holiday makers' children accompanied them compared to 53% of American visitors to holiday ranches. Children who join parents on holidays are for the most part from families falling into the lower socio-economic groups, attracted by the benefit of cheaper accommodation (Vogelar 1977 and Wales Tourism Board 1987).

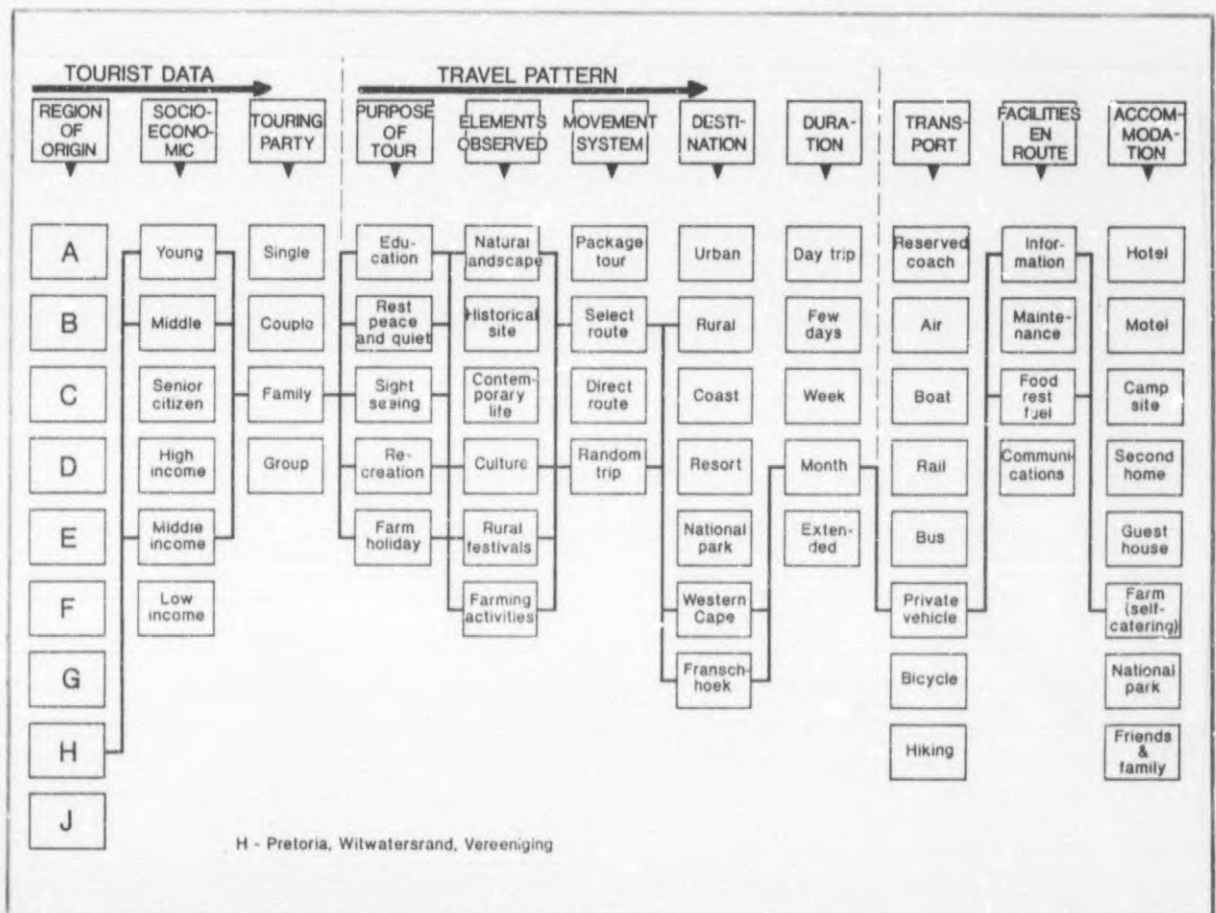


Figure 6.4 Itinerary of the Papenvoes family

Source: Gorman 1977 (Adaption)

The fictitious young middle income family Papenvoes represented by the flow chart in Figure 6.4, are from Pretoria. They have decided to travel to the Western Cape to spend one month in the rural Franschhoek region with the purpose of enjoying the peace and quiet; going on educational and sight seeing field trips and

participating in various other recreation activities. The accommodation unit that they will occupy is a self-catering cottage on a farm. Considering they have their own vehicle, movement will be much easier, and reliance on the farmer will be minimal.

6.7.1 South Western Cape: Potential farm tourist market

An assessment of the potential farm tourism market was made from data collected from the farmers in which they indicated who they would admit as paying guests (Table 6.3). The farmers in both categories (experienced and not experienced in rural tourism) specified that adults accompanied by their children would be the main target group for farm holidays, especially families with children between 10 and 18 years of age.

Table 6.3 Farm holiday visitors

Holiday farm visitors	Experience in rural tourism	No experience in rural tourism	Total
Family (children 2-9 years old)	76,2	24,7	35,3
Family (children 10-18 years old)	90,5	34,6	46,1
Adults only	57,1	21,0	28,4
Senior citizens	76,2	27,2	37,3
Physical disabled	71,4	12,3	24,5
Student groups	76,2	16,0	28,4
School groups	71,4	24,7	34,3
Total	21	81	102

An important motivation for family farm holidays, is the need for parents to share nostalgic childhood farm experiences with their children - a kind of yearning to reconstruct the days of their youth (Vogelar 1977). This could develop into a trend for the Durbanville Afrikaans population, because, 78% indicated that the desire to live in the rural areas, especially on farms, is strong (Smit 1986). Even though it is difficult to leave Cape Town due to work commitments, with correct tourism marketing, this group could be encouraged to holiday on farms, creating a similar trend in the direction of Vogelers' findings.

Senior citizens and the physically disabled members of society were among the groups earmarked for admittance. Senior citizens were highly represented (37,3%) and the handicapped (24,5%) less so. It is encouraging that farmers wish to cater for these groups, considering extra attention and care, special programs and facilities must be designed to serve their needs.

The right of admission is controlled by the farmer, yet if the market shifts away from the group he is catering for, then it is important that a flexible approach to changing trends is adopted, especially in the changing political face of South Africa. In the farm tourism industry you can ill afford to be exclusive or rigid.

Up to this point research has deduced who the visitors are, why they choose to spend time on farms and the reasons farmers give to justify their own involvement in the farm tourism business. The following sections explore the areas of accommodation facilities, available recreation holiday programs what problems that might arise and possible means available to counteract them.

6.8 PROVISION OF FARM-BASED ACCOMMODATION

Farm tourism in Europe is a force to be reckoned with. Approximately 12% of farms in England (25 to 35% in the South Western regions) and 7% in West Germany are equipped with farm-based accommodation units (Table 4.3). Furthermore, 51% of private beds in Austria are based on farms and in 1980, 22 000 *gites* were registered in France (Frater 1983). Statistics for South Africa are unfortunately lacking due to the infant status of the industry in this country.

Farm holiday accommodation units include farmhouse accommodation, camping and caravan sites, rondawels, wooden chalets, renovated barns and packing sheds, cottages and mobile homes. The provision of meals depends on the farmer who will specify if the units are serviced or unserviced. Options are bed and breakfast; bed, breakfast and evening meal; full board and self-catering.

6.8.1 Serviced and unserviced units

6.8.1.1 Bed and breakfast

The provision of bed and breakfast caters for guests accommodated in the farmhouse. The duration of stay ranges from one night (on access routes and hiking trails (Greyton)), up to a week or longer if the farm is located in a recognised holiday area. An off-season advertising stunt in England, labled "Bed a businessman" was initiated to fill the Monday to Thursday gap (Fact Sheet 1, FHB 1987).

6.8.1.2 Bed, breakfast and evening meal and full board

If accommodation units are located away from restaurants or similiar eating houses, then the farmer must supply meals for the guests if self-catering facilities are not available. It has been established that additional meals over and above breakfast do not generate a significant cash increase, it is however necessary to provide the extra meals so as to attract the tourist to the farm (Socio-Eco paper NO. 5). Family labour input will increase to an average of 3 hours per day per double bedroom compared to the 1 and three quarter hours spent servicing for bed and breakfast guests (Exeter University Survey 1980). Additional labour is often necessary to decrease the load on the family. It is further recommended that lounge and entertainment facilities are kept apart from the host family to maintain a degree of privacy. Should conference rooms be available, then business conventions and staff development meetings could be hosted within a relaxed environment on the farm. Full board and lodging would then be a prerequisite.

6.8.1.3 Self-catering accommodation

Self-catering units from a labour and time aspect present the least amount of trouble for the farmer. On average 4 hours labour per week per unit is sufficient to keep the cottages neat and tidy. No financial outlay is spent on food, but water and electricity, repairs and maintenance, casual labour and insurance costs are higher than if the guests were accommodated in the farmhouse (Farm Holiday Bureau 1986 Paper No. 5).

Table 6.4 Standard equipment for a self-catering unit

Contents	Quantity	Rand (1982)	Rand (1990)
Double bed	1	180,00	257,00
Single bed	1	100,00	193,00
Double bunk	1	160,00	480,00
Table and 5 chairs	1	180,00	299,00
Gas stove	1	140,00	230,00
Gas fridge	1	260,00	399,00
Gas heater	1	268,00	385,00
Small mats	3	9,00	29,97
Rubber mats	2	4,00	15,98
Household equipment		231,00	543,33
Curtains	12m	30,00	78,00
Bed covers	4	73,00	105,00
Pillows	5	20,00	45,00
Dustbins	1	15,00	28,00
Fire extinguisher	1	20,00	56,99
Total		R1 690,00	R3 145,27

Prices exclude General Sales Tax

Percentage increase 1982 to 1990: 86,3%

(Bedding and linen is excluded)

Sources: Oosthuizen, 1982 and Data Base, 1990

Finance is needed to equip an accommodation unit into a functional standard holiday house. In 1982 Oosthuizen calculated that a farmer would need to spend R1 690 to equip a cottage for four people. By 1990 it had escalated to R3 145,27 (excluding GST), an increase of 86,3% (Table 6.4). To erect cottages in the Magaliesberg region cost an average of R420 to R520 per square meter (Oosthuizen 1982) compared to March 1990 prices of R720 to R840 in the Elgin Grabouw area (Survey file). These figures include administrative costs.

6.8.2 Accommodation economic assessment studies

Two economic assessment studies have been completed to determine profitability of farm accommodation, one in Exeter England (Ministries of Agriculture, Fisheries and Food 1986 in Farm Holiday Bureau 1987), and the second in the Magaliesberg, South Africa (Oosthuizen 1982). Oosthuizen's report is a cost benefit analysis of accommodation units, while the Exeter report compares the economic differences

between serviced and unserviced units. Section 6.8.2.1 is a brief summary of the Exeter findings (Farm Holiday Bureau 1987).

6.8.2.1 Exeter University Economic analysis

Bed and breakfast and bed, breakfast and evening meal farmhouse accommodation average an 18 week season with an occupancy rate of 53% and 56% respectively (Tables 6.5 and 6.6). Rates average £7,50 and £11,50 per night, and no extra capital was used to renovate the rooms.

Table 6.5 Cost benefit analysis of bed and breakfast accommodation units

Bed and breakfast in a farmhouse (no extra capital costs)			
<i>Output</i>			
Season 18 weeks with an occupancy rate of 53% @ £7,50 per night per person			
			£
7,50 X 67 days = £503			<u>503</u>
<i>Less costs</i>			
Food	}	39,2% of Output	197
Casual hired labour			
Repairs, renewals and maintenance			
Fuel and electricity			
Advertising, postage and insurance			
Sundries			
<i>Gross margin per bed per season</i>			<u>306</u> <u>503</u>

Source: Ministries of Agriculture, Fisheries and Food (1986)

Running costs (food, labour, maintenance) absorbed 39,2% and 52,1% of the takings which resulted in a profit of £306 and £391 per bed per season for the two serviced accommodation units. The additional £85 gained per bed as a result of providing an evening meal is considered not worthy of the extra time spent in preparation, but if no alternate eating arrangements are available then additional meals must be supplied.

Table 6.6 Cost benefit analysis of bed, breakfast and evening meal accommodation units

Bed, breakfast and evening meal (no extra capital costs)		
<i>Output</i>		
Season 18 weeks with an occupancy rate of 56% @ £11,50 per person per day		
		£
11,50 X 71 days = £817		<u>817</u>
<i>Less costs</i>		
Food	} 52,1% of Output	426
Casual hired labour		
Repairs, renewals and maintenance		
Fuel and electricity		
Advertising, postage and insurance		
Sundries		
<i>Gross margin per bed per season</i>		<u>391</u> <u>817</u>

Source: Ministries of Agriculture, Fisheries and Food (1986)

Capital outlay between £15 250 and £17 500 (1986) is needed to construct and furnish self-catering units. The renovation of existing buildings is less expensive and often the end product is unique and personal. Dr Anton Rupert states that "we should conserve because nowadays, renovating is often sociologically and economically cheaper than simple demolition [or construction]. Let us conserve then, because conservation means maintaining an identity and avoiding a soul destroying monotony" (Badenhorst 1987:8).

Peak tourist seasons for self-catering units average 20 weeks with an occupancy rate of 68% and an additional 6 weeks are gained during the off season period (Table 6.7). Costs are 41,2% of the accommodation fees, which leaves 58,8% of the takings per unit to service capital and provide profit. It is essential that farmers, especially in the self-catering section receive aid in the form of tax relief, loans and grants.

Table 6.7 Cost benefit analysis of self-catering accommodation units

Self-catering accommodation (extra capital costs)			
<i>Output</i>			
Season of 20 weeks with an occupancy rate of 68% at an average of £90 per week for the season. Plus 6 week off-season at £60 per week			
			£
	13,6 x 90		1 224
	6 x 60		<u>360</u>
			1 584
<i>Less costs</i>			
Casual hired labour	}	41,2% of Output	653
Repairs, renewals and maintenance			
Fuel and electricity			
Advertising, postage and insurance			
Sundries			
<i>Gross margin per unit to service capital and provide profit</i>			<u>931</u>
			<u>1 584</u>

Source: Ministries of Agriculture, Fisheries and Food (1986)

Financially it is worthwhile to accommodate guests in the home, yet privacy will be jeopardized. Newly constructed self-catering unit's returns are initially low for the first couple of seasons, but a high level of privacy is maintained.

The previous paragraphs, based on international findings and research, served to introduce the various forms of farm accommodation available to the alternative tourist. Returning to the South Western Cape, the farmers were requested to indicate accommodation units in use, as well as existing vacant buildings or vacant land that could be converted to house tourists.

6.8.3 Farm accommodation in the South Western Cape

6.8.3.1 Accommodation units

Twenty one accommodation unit groups are functional on seven farms in the study area, consisting of rooms in the farmhouse (14,3%), outside rooms (4,8%), rondawels (14,3%), caravan sites (19,0%), camping sites (23,8%), cottages (28,6%) and "other" facilities (4,8%) (Figure 6.5).

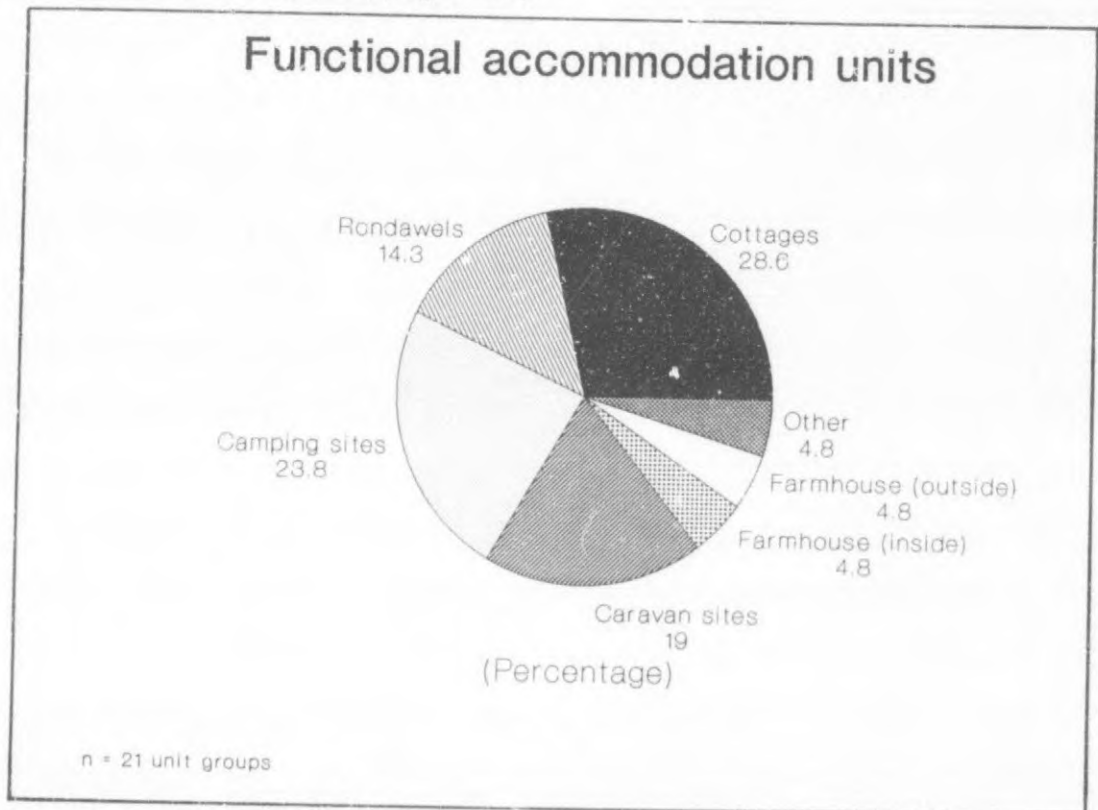


Figure 6.5 Functional farm accommodation units in the study area

An additional 92 vacant units exist, which raises the total number to 113. Apart from the construction of ablution blocks for camping purposes - all the other units only require restoration costs, furnishings and household equipment.

The relationship between farm activities and accommodation units will be discussed without differentiating between units in use and those that could be developed in

the future. Of the 113 accommodation units in the study area, 54% are located in Zone Two, the zone designated by Clawson for extended accommodation usage.

6.8.3.2 Accommodation units and farm activities

Open unproductive ground (34,5%) for camp site development was the most common form of accommodation available in the study area. First Zone grape- (75,0%) and Second Zone livestock- (66,7%) and deciduous fruit farmers (60,0%) were especially eager to designate land for this purpose (Figure 6.6). A maximum of six sites are permissible, which ensures reduced interference with on going farm production.

Rooms attached, yet separated from the main farmhouse (14,2%) were found mainly on the Second Zone farms and on 20,0% of the Zone One mixed activity farms. Rooms in the farmhouse (14,2%) (bed and breakfast) are scattered evenly among the different sectors, although none are available on the livestock farms.

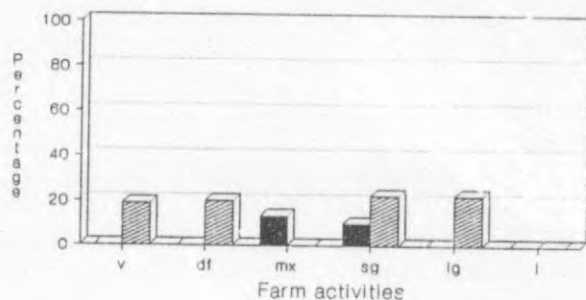
Cottages (11,5%) - old labourers cottages and vacant farmhouses - are ideal for self-catering units. The number of units in the Second Zone exceeds those located in the First (8 and 5 units respectively). Renovated cottages on First Zone small grain- and mixed activity farms will compete between being used for tourism or purely residential purposes due to their close proximity to Cape Town, as they fall within Cape Town's commuter zone.

The restoration of barns and storage sheds (10,6%) for accommodation occurs frequently overseas, especially on hiking and cycling routes. They are commonly known in France as 'character' and 'stage point' *gites* (Wrathall 1981). In the South Western Cape, the greatest proportion are found on deciduous fruit- (33,3%) and grape farms (25%) in the First Zone. Examples of the final category, "Other" accommodation facilities (15%), which included a renovated church were located especially on Zone Two livestock- (66,7%) and deciduous fruit farms (40,0%). This group could also be categorised as 'character' *gites*.

Farm accommodation units

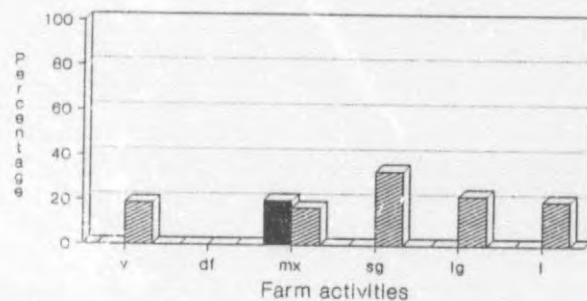
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Cottages



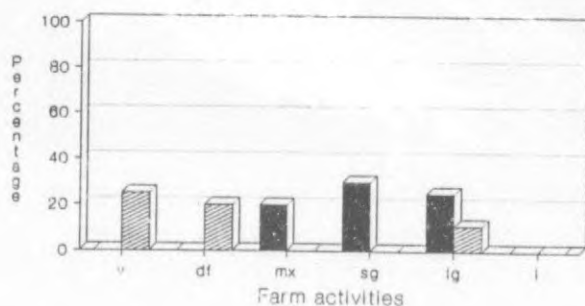
n = 13 group units

Outside room (Farmhouse)



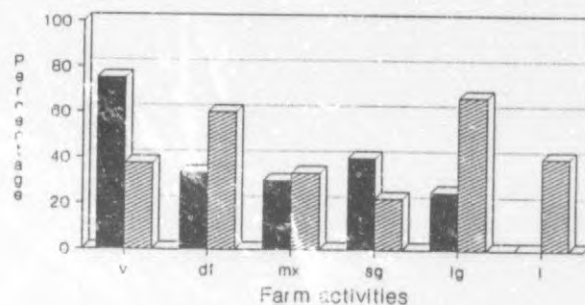
n = 16 group units

Vacant room (Farmhouse)



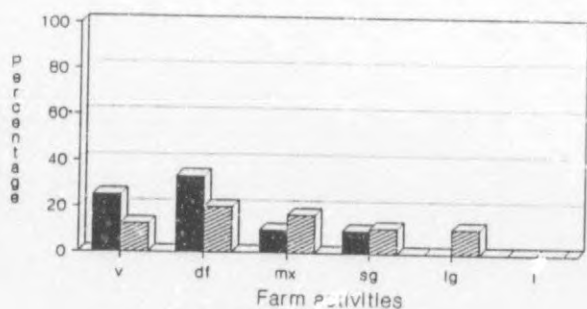
n = 16

Open ground



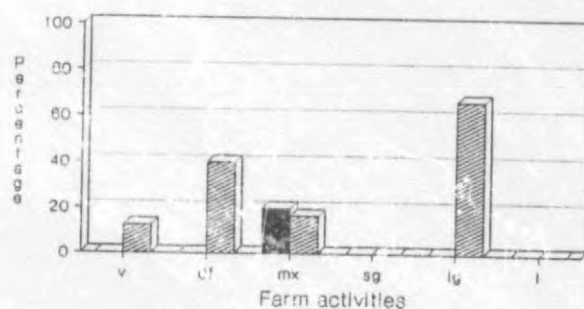
n = 39 group units

Barns and sheds



n = 12

Other



n = 17

Zone One Zone Two

v = grapes df = deciduous fruit mx = mixed farming sg = small grain lg = livestock-grain l = livestock

Figure 6.6 Relationship between the location of farm activities and accommodation units

6.8.4 Planning consent and legal requirements in South Africa

In the event of a farmer wishing to erect "additional dwelling units" for tourism purposes, certain legal requirements concerning planning and rezoning must be followed. Originally regulations within the Physical Planning Act No. 88 of 1967 were sufficient to gain permission to rezone agricultural land, but from 1970, the inclusion of the Subdivision of Agricultural Land Act. No. 70 made the process less simple although more efficient.

Additional dwelling units are defined as "dwelling units that may be erected [and restored] with the consent of the Council on a land unit in Agricultural Zone I; provided that the units shall remain on the same cadastral unit as the primary unit; provided further that in Agricultural Zone I, one additional unit in all cases and further units with a density of one unit per 10ha up to a maximum of five additional units per land unit may be allowed, and that no such units shall be erected within 1km of the high water mark of the sea" (Government Gazette 1988:4563).

Factors to be considered are architectural style; increased usage of access roads; disturbance of ecological areas by possible septic tank leakage., proximity to residential areas and the blending within the aesthetics of the surrounding countryside. Should a farm be located within 5 kilometres of the borders of Transkei, Ciskei or Bophuthatswana, then prior consent must be obtained from the government.

An official application must be submitted to the Regional Services Council which includes maps and layout plans of the proposed development site; title deeds; a motivation report; personal particulars; details of the land unit; a floodline certificate and R320 (See Addendum). The Regional Services Council then advertises the proposed plan in local newspapers giving adjoining property owners and all other parties a chance to object if they feel the development will bring unwanted elements to the area. If no objections are raised, and all requirements have been met, then the land is rezoned from Agricultural Zone I to Residential Zone V.

Unregistered holiday farms that have been brought to the attention of the Regional Services Council are warned to adhere to the Gazette's specifications. Costs are very low, therefore it is not worthwhile to side step the legalities attached to the

industry in South Africa. Rezoning of agricultural land to Resort Zone I (holiday accommodation) or Resort Zone II (holiday housing) falls outside the framework of farm holidays, because the primary function of agriculture is then replaced by tourism. Proceedings to obtain permission remain the same.

6.9 RECREATION ACTIVITY PROGRAMS

The implementation of a recreation orientated program consisting of farm and outdoor activities develops with the goal of generating extra revenue. This revenue is over and above that received from accommodation tariffs or, it is used to supplement the recreation experience gained purely as a result of being on a farm as opposed to the normal conventional or commercialised holiday destination.

Further more, there are two ways to develop a program: Firstly, from the perspective of the recreation developer or farmer who decides what best suits the needs of the guest, or secondly, through the eyes of the farmer who shares the responsibility with the clients, thereby creating a situation of needs being catered for, and keeping a door open for feedback and improvements. The second "school of thought" is especially suited to the infant South African farm tourism industry. Evaluation occurs through verbal communication or follow up questionnaires.

6.9.1 Farm holiday entertainment programs

Normally activity programs need to be supervised by trained recreation officers and part time holiday employees. In the farm tourism industry where recreation is a secondary service to the primary duty of food production, seldom will an officer be primarily appointed to manage the tourism section. This may happen, however if for instance the Paarl Valley farmers decide to employ a full time worker to organise and co-ordinate hikes, tours and environmental programs, extending across the boundaries of neighbouring farms into the surrounding district. Regarding individual farms, the best plan would be to use existing labour or family members preferably versed in informal outdoor recreation activities.

Sixty-four farmers responded and selected to potentially develop self-entertainment- (41,2%), farm education- (25,5%), environment and conservation- (16,7%), adventure- 1(8,8%), other- (6,9%) and handicraft programs (2,0%) to provide for

guests' needs. The self-entertainment approach creates the least distraction for the farmer, provided that a planned program is drawn up and clear regulations are given.

Farm holiday programs will ultimately be styled around the personal interests and capabilities of the family and their farms' existing resources (natural and man-made).

6.9.2 Family recreation involvement and activity programs

Self-entertainment programs were chosen mainly by the host families participating in water- (62,5%) and game orientated (61,9%) activities (Table 6.8). Another favourite of the water orientated recreation families was farm education (37,5%). Mountain orientated recreation families were the most positive about the development of self entertainment- (31,3%), environmental-conservation (25,0%) and farm education programs (25%), while adventure programs were intended to be tackled with greatest enthusiasm by nature loving families (19,0%).

Table 6.8 Farm entertainment programs and the hosts' involvement in outdoor recreation

Entertainment	Hosts outdoor recreation interests				
	Water	Mountain	Nature	Games	Total
Self-entertainment	62,5	31,3	38,1	61,9	31
Farm education	37,5	25,0	19,0	14,3	14
Enviro-conservation	0,0	25,0	9,5	14,3	9
High adventure	0,0	6,3	19,0	9,5	7
Handicrafts	0,0	6,3	0,0	0,0	1
Other	0,0	6,3	14,3	0,0	4
Total	8	16	21	21	66

Column percentages

It would seem that the recreation interests of the farmers are carried over into the type of programs chosen to provide entertainment for the potential holiday makers. To conclude, periodic liaison between the farmers and holiday makers is essential, especially where individual farmers enter into the tourism arena.

6.10 NEGATIVE ASPECTS OF FARM TOURISM

Farm tourism is unique in its attractiveness, but not so in its exemption from tourism related problems. As Hoyland stated "... farm tourism was even more demanding than food production in management terms. To control largely predictable four-legged animals which are unable to talk back or make comparisons, which are resigned to accepting their lot, is one thing - especially given a wealth of experience, research, statistical information and capital grants. To invite vociferous, law conscious, particular, hot-headed, high-handed, money conscious, conservative-minded, odour-sniffing, gate-opening, fence-breaking, litter-dropping, super-critical humanity to holiday on a farm, with practically no grant aid, training experience, research or statistics - is not for people of small stature" (Hoyland 1982:386).

Neglecting to inform farmers of negative externalities and costs linked to farm tourism, is irresponsible. Too often the positive effects or benefits encountered in tourism are over-stressed, and this creates an unrealistic impression.

6.10.1 Negative tourism impacts

Four categories of negative impacts, incurred by the farmer, the family and farming operation, with eventual spillage into the surrounding rural community, occur in tourism. These are economic, physical, socio-cultural and political impacts, which have been applied by the researcher to describe the farm tourism industry (Fouché & Esterhuysen 1987).

6.10.1.1 Economic tourism impacts

Economic costs can be direct, such as damage to crops and theft, or indirect, for example when an area of a farm is earmarked for tourism purposes, with an expectancy that per hectare it should generate over and above the revenue gained through normal agricultural production. If this does not materialise, and an overdependence on tourism develops, then the negative economic impacts can result in high financial loss. This will also occur with the erection of facilities and accommodation units, prior to extensive market research to determine whether a demand exists or not.

6.10.1.2 Physical tourism impacts

Environmental physical impacts due to human presence, are a direct result of insufficient regulation and control. These result in a rise in pollution levels, destruction of natural vegetation and a disturbance of biological and chemical balance of the soil and water supplies (Mathieson & Wall 1982). The Regional Councils warn that this could happen, hence the request for water samples and pollution contents of rivers to counteract the latter concern.

Geological physical impacts are limited, although continual wear-and-tear on mountain trails does gradually alter rock faces and ecological balances. In the case of hikes on farms, the incidences will be lower due to less usage than those, for example, in the Table Mountain and Drakensberg ranges (Cole & Fichtler 1983). If a trail does however becomes popular, incidences of damage will increase, therefore it is good policy to limit human traffic, and to periodically alter trail routes to allow recuperation of the natural growth.

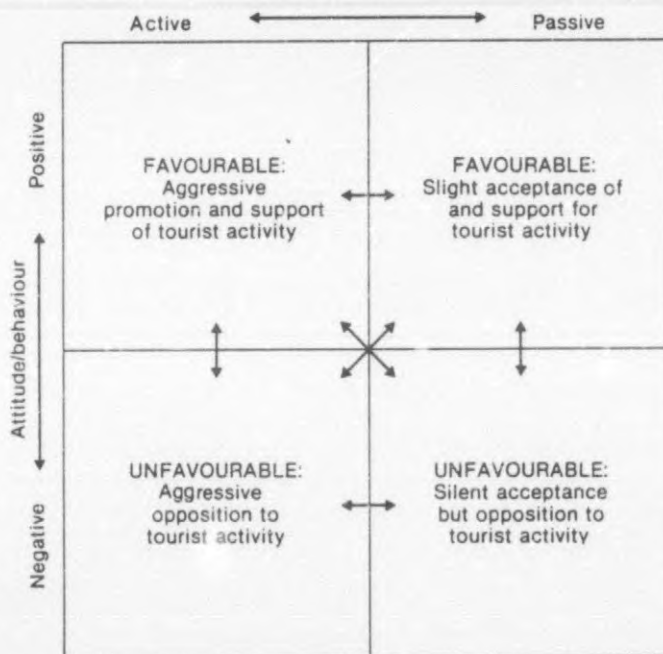


Figure 6.7 Host attitudinal/behavioural responses to tourist activity

Source: Mathieson and Wall (1982:139)

6.10.1.3 Socio-cultural impacts

Social and cultural impacts, as a result of tourist-host behavioural relations can change the quality of life of the farmer and his family. Initial reaction between the two parties is favourable, but as time progresses changes could occur, resulting in an unfavourable state where aggressive opposition to the tourist and hospitality industry exist (Mathieson & Wall 1981) (Figure 6.7). The contrasting life styles of rural and urban people can also provoke relationship imbalances.

6.10.1.4 Political impacts

A country or regions political position will convey a certain image, via the mass media of local conditions, to the targeted domestic or international tourism markets. If conditions are unstable, then tourism trade has the tendency to decline. A farmer commented that the positive promotion of South Africa's image to overseas visitors was his primary motivation to move in the direction of farm tourism.

6.10.2 The negative side of farm tourism in the South Western Cape

A question containing socio-cultural, physical and economic costs was included to determine the farmers' views and experiences of the negative side effects pertaining to farm tourism. The following results were documented.

Table 6.9 Negative impacts of farm tourism identified by the respondent farmers in the study area

Negative impacts of farm tourism	Yes	Rank	No	Rank	Total	Rank
Littering	81,0	1	60,5	2	64,7	1
Unlocked gates	33,3	5	44,4	4	42,2	4
Theft	47,6	3	50,6	3	50,0	3
Loss of privacy	52,4	2	66,7	1	63,7	2
Fire risk	14,3	10	38,3	5	33,3	5
Stock mixing	4,8	12	16,0	11	13,7	12
Damage roads	14,3	10	18,5	10	17,6	10
Disturb natural vegetation	28,6	6	27,2	8	27,5	7
Disturb crops	9,5	11	28,4	7	24,5	8
Pollute water	19,0	8	19,8	9	19,6	9
Congestion	19,0	8	30,9	6	28,4	6
Other	33,3	5	9,9	12	14,7	11

Yes = Experienced; No = Inexperienced in rural tourism

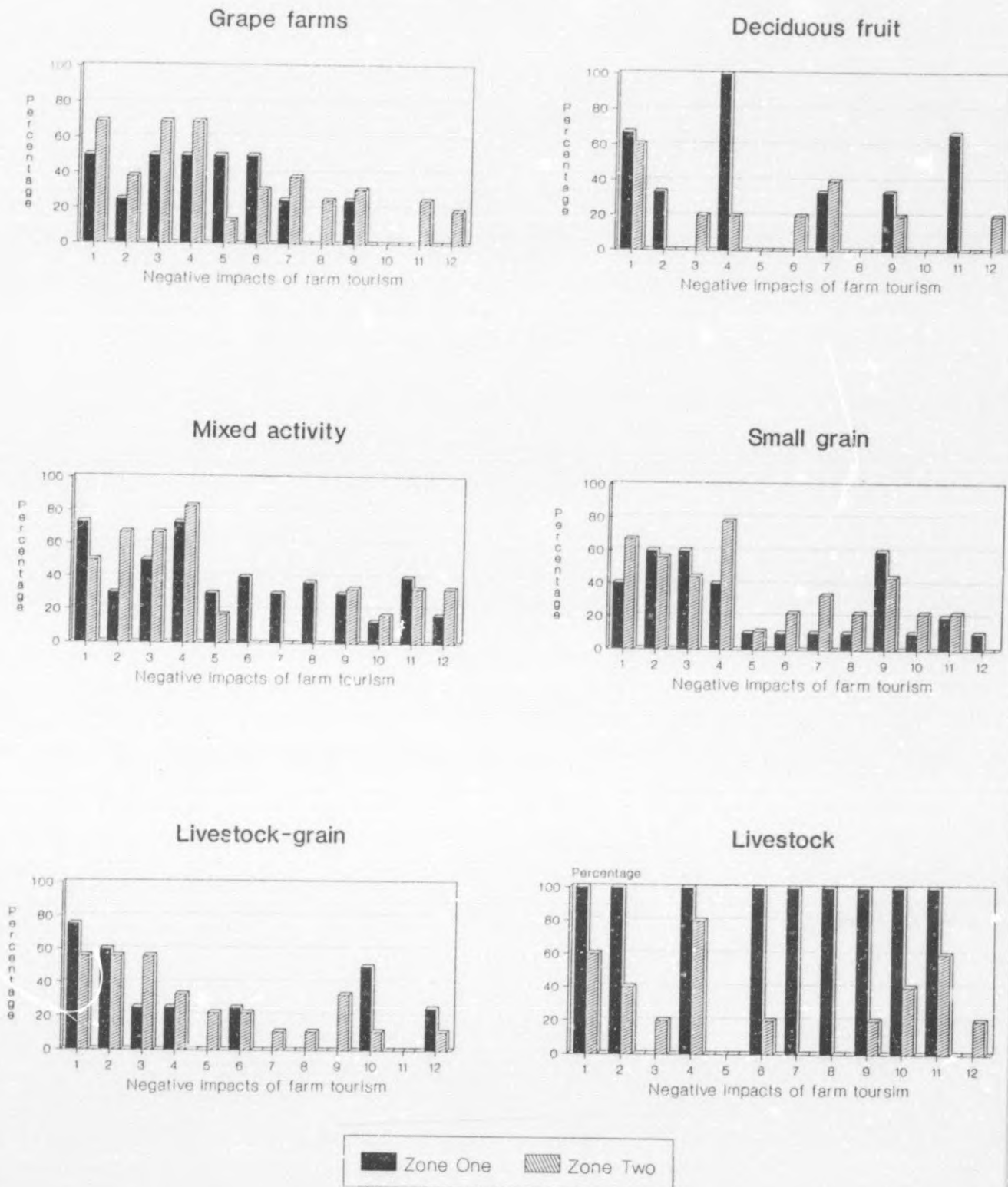
Twenty-one farmers with previous experiences in rural tourism indicated that littering (81,0%), loss of privacy (52,4%), theft (47,6%), gates left open (33,3%) and other (time wastage, labour disturbances) (33,3%), were the five most common negative attributes of farm tourism (Table 6.9). Loss of privacy (66,7%) was voted the most disturbing potential negative element of farm tourism, by those with no tourism experience. This was followed by littering (60,5%), theft (50,6%), gates left open (44,4%) and in the fifth position, fire risk (38,3%).

Farmers involved in the different farming activities will experience different negative groupings endemic to their particular conditions. Littering and loss of privacy are impacts that are found across the board of activities, but for example, stock mixing is more inclined to occur on livestock farms and potential damage to crops is a problem to be faced by deciduous fruit farmers.

6.10.3 Farm activities versus negative effects

Grape and mixed produce farmers in both zones indicated that litter, theft and loss of privacy were the most disturbing elements of farm tourism, duplicating the results presented in Table 6.9 of the involved farmers (Figure 6.8). The grape farmers in the Second Zone extended the above list by adding damage to private roads and

Negative impacts of farm tourism



1. Litter 2. Gates left open 3. Theft 5. Damage roads
 6. Destroy vegetation 7. Damage crops 8. Pollute water
 9. Fire risk 10. Stock mixing 11. Congestion 12. Other

Figure 6.8

Negative tourism impacts associated with farm activities

natural vegetation. First Zone farmers representing the deciduous fruit industry unanimously agreed that privacy would be forfeited, followed by the related problems of litter and congestion. Damage to crops was viewed as detrimental to export and shelf quality, especially by the Second Zone farmers, because many of them produce export grapes.

Small grain, livestock-grain and livestock farmers exhibited similar trends to the above three, yet due to the nature of the products, fire risk was a factor to consider, especially during the hot dry summer months. Gates carelessly secured is not a problem on its own, but can directly lead to stock mixing and animals causing havoc in grain fields.

To conclude, certain negative aspects are common to all groups, but variations do occur depending on the produce farmed and control measures implemented.

6.11 TOURIST MANAGEMENT CONTROL SYSTEM

Insufficient planning, monitoring and management could result in the negative side effects of farm tourism reaching undesirable levels. Researchers have determined that "negative factors become predominant when the number of visitors reaches a particular threshold, after which benefits progressively decrease. This threshold is the effective carrying capacity or saturation level of the resource" (the farm in this case) (W.T.O. 1984:30).

The saturation level is the number of people that can visit the farm during a peak, daily, weekly or yearly period, without the environment, tourist or host community experiencing irreversible damage or discomfort. It is important to determine the carrying capacity, and then to admit less than the threshold number if the pleasing experience for all involved is to be maintained. Clear norms and standards must be endorsed from the onset of the business to curb the growth of potential negative effects.

6.11.1 Management actions and controls

The farmers were asked to indicate which management actions they would implement to combat the negative effects discussed in Section 6.10. Possible action in descending order of importance was to monitor carrying capacity (50,0%), erect information and notice boards (47,1%), install rubbish bins (46,1%), lock gates (28,4%), "other" (information brochures) (16,7%) and finally to build speed bumps to hinder speeding (9,8%). The combined scores were used because the differences between the experienced and inexperienced farmers' results were minimal.

Rules and regulations, information brochures and direct communication between the farmer and the guest can only improve the situation. Dower states that there are "untutored townsmen" invading the countryside, and unless they are informed how can they be expected to know the "codes" of farm life? (Dower, 1977:466)

The closing section of Chapter 6 deals with marketing principles and strategies associated with farm tourism.

6.12 DESIGNING A COMPREHENSIVE FARM TOURISM MARKETING STRATEGY

Joe public's crude perception of marketing, consists of advertising, product awareness and profit margins. Added to this are consumer needs, market research, product planning, strategy, control, implementation and evaluation which form the very back bone of marketing (Frater 1983, Slee & Yells 1984/1985, Schwaninger 1986, National Parks Service 1988, Gilbert 1989 & Middleton 1989).

Farm tourism is a business venture with consumer and service orientated principles, which differs from the normal agricultural production directed strategy. Seldom is it the task of the primary sector to practice direct marketing, therefore farmers swinging towards tourism should be instructed in sound marketing principles. Failing to do so could lead to group and individual enterprise collapse, financial loss and a progressive negative attitude towards the tourism sector.

An aim of the research was to determine whether the respondents would be interested to participate in a farm tourism information and marketing program.

The question was completed by all the farmers, 53,2% for, and 46,8% against the proposal, yet when requested to substantiate reasons for their decisions, it appears as if the question was misinterpreted or misleading, rendering the results invalid for analysis. However, due to the extreme importance of marketing, a brief discussion, based on literature research, observations in the field and informal correspondence is included.

To develop a farm tourism marketing strategy, it is important:

- (i) to orientate the farming operation towards accommodating the tourist, in other words a shift from sole agricultural production to the inclusion of consumer needs;
- (ii) to recognise the importance of market research to determine whether there is a demand for farm tourism in a particular region or not;
- (iii) to develop a marketing plan to determine the target population, expected profitability and suitable promotional methods and finally, to
- (iv) establish marketing control to evaluate norms and standards, so as to implement changes if required.

Attention will be primarily directed at correct promotion methods and the effectiveness of farm holiday groups. This does not imply that the other sides to marketing are irrelevant, but on the contrary, for the South Western Cape, it can be safely deduced that there is a demand for alternative destinations including farm tourism (Section 2.1.1); research is important, especially in the recreation uniqueness of farms (Chapter 5); target groups have been identified (Section 6.7); and profitability is measurable (Section 6.8.2). A selling concept must be developed that will attract and re-attract the tourists, in other words, honest benefits such as value for money, uniqueness, hospitality, good service and personal attention should be promoted.

6.12.1 Promotion methods and techniques

Promotion techniques are arranged into four categories, namely, 1) publicity; 2) advertising; 3) special promotions and 4) personal contact (National Parks Service 1988). It is the farmers decision to either promote their farms individually, work

under the auspices of a national government sponsored organisation, or to combine forces and join or create a local farm tourism agency.

6.12.1.1 Publicity

Farm tourism publicity is a free communicative medium that draws the public's attention to the farm. This has occurred in South Africa in the form of articles run in local magazines (Landbou Weekblad, Getaway and Car); Radio broadcasts ("Calling all farmers" and "Holiday Guide") and newspaper reports. Contacts within the media world is always beneficial, especially if articles can be run free of charge.

6.12.1.2 Advertising

Advertising is a cost involved communication method to aid the development and promotion of farm tourism. A number of mediums can be used to convey the message namely: local or regional newspapers (The Eikestad or The Argus); radio stations (Radio Good Hope); television broadcasting companies (M-Net or SABC); sign boards along the road; posters and brochures (placed at travel agents and local municipalities); magazines (Selective. To reach the public - You, Getaway and Cape Style, and the farmers - Farmers Weekly and Landbou Weekblad); direct mail (Addresses obtained from tourism information bureau) and the Yellow Pages.

6.12.1.3 Special promotions

Special promotions in farm tourism is best geared towards group rather than individual promotion. Techniques include competitions (win a weekend on a Franschhoek farm); incentives (family, group and disabled concessions, Guest-of-the-year); special events (Open days) and finally, advertising gimmicks, which is the free distribution of pens, match boxes and key rings imprinted with the farm groups logo. In most instances, these are non-routine methods, yet strict budgeting and planning is still important.

6.12.1.4 Personal contact

The final method is personal contact. This can occur on the farm, for example with the arrival of guests, the host personally welcomes them, creating a friendly

atmosphere, or, off the farm at various functions, such as, business men lunches and PTA meetings. An opportunity for direct feedback and questioning is created, enabling the potential visitor to gather sufficient information in a relaxed setting. The contact person must be able to provide sufficient yet relevant information, if this is not the case, then potential clients can be lost.

Additional examples of personal contact appear in the form of personal recommendation (word of mouth), telephonic conversation and repeat visits. This is one of the most effective methods, although "there can be no simple rules of thumb to guide the operators of farm tourist enterprises in their choice of promotional methods" (Slee & Yells 1984/1985:320).

Research performed on United States cattle ranches revealed that friends and family (40%), newspaper and magazine articles (32%) and tourist literature were the three most common promotion methods used to introduce farm tourism to a new market (Vogelar 1973). A good strategy is to include a combination of the above methods.

The move towards diversification of the agricultural sector has resulted in the formation of four main marketing consortia, namely, the individual entrepreneur, local groups, private sector promotion and finally government aided agencies, such as *Federation Nationale de Gîtes Bureaux* (France), ADAS (England) and the Ontario Federation of Agriculture (Canada) (Table 4.3). Advertising trends in recent years have shifted away from individual campaigns towards group promotion. Section 6.12.2 reviews a few of the existing farm holiday groups on an international scale.

6.12.2 Farm holiday groups

Only 37% of the farmers in the West Devon District of Dartmoor England believed that local group promotion was a good idea. They felt that uneven standards and an "unwillingness to pool ideas and policies to benefit [the less successful]" were the chief reasons against joint promotion (Slee & Yells 1984/85:322). Alternatively however, farmers affiliated to the Peak Moor Farm Holiday group (PMFH) praised the benefits associated with group marketing. An extended holiday season, increased occupancy rates (82% of business ascribed to a group brochure), swapping

of ideas gained through experience, reduced advertising costs and bulk buying were the plus factors noted (Frater 1983).

Holiday groups aim towards developing sound standards and profit for the farmers. A certain South African group required that the farmers submit a third of the tariff to their organisation. This was before the farmers' costs were deducted. A further condition of the contract was that bookings had to be made via the central agency, but eventually the farmers started to side step the agency because they felt they were being "milked".

To prevent ill feelings arising within and between local groups, the benefits associated with the development of a national scheme under the combined control of the Agricultural and Tourism sectors are numerable. To name a few: Grants, subsidies and initial capital are obtained at low interest rates; a national farm holiday guide book is printed (prevents duplication of marketing and circulation is wide - 42 500 Farm Holiday Bureau books printed in 1986); a national logo can be developed; norms and standards are fixed (*Gites* 1,2,3 system in France); preferential tax laws can be installed (as in Germany, France and Denmark); central advisory and information bodies are established at regional and local level and finally international research and trading of ideas can be more effective (Table 4.3).

It is vital that South Africa follows examples set by other countries and aims towards greater farm tourism marketing professionalism.

6.13 CONCLUSION

The economic imbalance between input and output in the agricultural arena is causing a degeneration in the economy and social structure of rural farming areas. The institution of farm based holidays as partial solution to the problem has successfully worked in Europe and America, hence the investigation of this facet of tourism for the weak South African situation.

The leading factor that motivated the South Western Cape farmers to shift towards tourism was the need for extra income followed by location and thirdly, available resources. The role of distance in this decision making process was interesting.

Farmers closest to Cape Town indicated that their location was the most important reason to diversify, while the farmers situated further than 146km away from the city expressed the desire to see their wives participating in an horizon broadening program.

Tourism is not always a bed of roses as there is a negative face to this rather cosmopolitan industry, however, the three groups to benefit from domestic farm tourism are the guests, the hosts and the local community. Research has determined that the more self-sufficient a community the more it will benefit as a result of the Tourist Income Multiplier effect. If facilities are available, then the accommodation of guests on the farm induces a larger cash flow to be absorbed by the farmer which is then distributed within the community.

The extension of the Western Cape holiday season will contribute to a more regular cash and tourist flow to the country side. At present the farmers with experience in rural tourism opted to welcome guests firstly on a daily excursion basis, followed by holidays and finally weekends, while the reverse was documented for those not involved. Farmers should however realise that guests are attracted to farms for the value of peace and quiet, rural experiences and the friendly uncommercialised atmosphere, so if they are going to provide a service to the public, then irrespective of on-going farm activities, they can ill afford to be too dogmatic in their decision about when the farm will be open for controlled public usage. If there is a closed season then it would be a good practice to clearly stipulate this in a brochure.

A good characteristic of farm holidays is that it provides cheaper accommodation for families, especially if self-catering units are available. The evidence from the survey highlighted this fact, as both respondent groups felt that their market would chiefly be directed towards families with children between the ages of 10 to 18 years old. Physically disabled people and senior citizens were not excluded from enjoying a farm based holiday, although alternate programs and additional care would be needed.

Two distinctions can be made, namely between serviced and unserviced farm holiday accommodation. Serviced units include farmhouse accommodation (bed and breakfast to full board and lodging) while self-catering cottages and renovated barns are classified as unserviced. Twenty-one unit groups are functional in the

study area, and an additional 92 vacant units can be added to this list. Renovations, the erection of ablution blocks and equipping where necessary would be the main capital outlay expected from the farmer. The construction of new cottages depends on demand and should only be considered once the farm receives a regular clientele or if there are no buildings to convert into holiday shacks.

Planning consent as in France and England is necessary in South Africa. The goal behind the practice is to aim towards higher standards and to protect the farmer from the paying public and *visa versa*. Clauses of the 1970 Subdivision of Agricultural Land Act No. 70 must be followed and permission gained from local Regional Councils. As farm tourism escalates in South Africa, the ideal would be that the South African Agricultural Union and the South African Tourism Boards would provide aid in the form of grants and loans that would help boost this hospitality business. Governmental tax concessions will further aid the industry.

Farm activities alone are insufficient to keep visitors continually absorbed, so activity programs and a list of the attractions in the area should be compiled and distributed on arrival. This is especially important in the study area because the farmers specified the preference of self-entertainment programs. Self-catering accommodation and these programs cause the least disturbance for on going farm operations.

The combination tourist, recreation, farm and farmer could in time begin to falter and the negative face of farm tourism can emerge. Farmers who are aware of the problems associated with tourism will be better prepared to implement control. Negative factors include littering, loss of privacy, theft, gates left open, fire risk and time wastage. Not all of these examples will harass every farmer, but they are selective in their manner of disturbance. For example the small grain farmers indicated that fire was a major risk, and the livestock farmers, open gates which could lead to stock mixing.

Management actions decided upon by the South Western Cape farmers to control these misdemeanours (in descending order of importance) were the monitoring of tourist carrying capacity, the erection of notice boards, the installation of rubbish bins, the locking of gates, other and finally the building of speed bumps to prevent speeding and unnecessary noise.

All known factors, but the marketing of farm tourism have been covered. Farmers should be aware of what the tourist expects from a farm based holiday and must then take the information and promote it in an attractive manner using all the tools available in the advertising world. Individual farmers can often not accomplish this objective hence the trend towards holiday group campaigns. In South Africa a few farm holiday groups have emerged to cater for the rising interest, although many farmers still prefer to function autonomously. The establishment of a non-profit national farm holiday bureau based on overseas experience would be ideal for South Africa. Controlled rates, standard equipment, continual feedback, group advertising and a grading system will help to establish this promising industry.

It now remains the task of the researcher to culminate the findings of Chapter 3 to 6, and to make recommendations concerning farm tourism development and areas for future research.

CHAPTER SEVEN

SYNOPSIS

Farm tourism can act as an economic stabilising factor for farmers, provide cheaper and alternate holiday accommodation and open up otherwise inaccessible private recreation land to the visitor. Due to the pioneering nature of farm tourism research in this country, speculative and descriptive conclusions, based on an analysis of the findings, and backed by relevant literature, were placed at the close of each chapter of this thesis. Chapter Seven is a summary of these findings and includes certain recommendations and research possibilities that will hopefully aid the transition from pure agricultural practices on farms, to include tourism. Firstly though, a brief recap of the main objectives.

7.1 OBJECTIVES OF THE RESEARCH REVISITED

The chief objective of this study, stated in Section 1.4, is to make a contribution to the people and economy of South Africa by investigating the farm tourism industry, based on empirical and theoretical observations, undertaken in the South Western Cape farming region.

To reach this goal, the following secondary objectives were stated:

- (i) to determine the recreation potential of farms;
- (ii) to provide insight into the functioning of an active farm enterprise;
- (iii) to study the demographic characteristics of the farmer and his family, and
- (iv) to provide guidelines for the marketing of a national farm tourism industry.

Section 7.2 is a summary of the proceedings and principle research findings gathered during the course of the survey.

7.2 SUMMARY OF THE RESEARCH RESULTS

The investigation into farm tourism commences in Chapter One with an opening discussion on the relationship between leisure, recreation and tourism. In spite of the "conceptual fuzziness" attached to the so called "soft" research fields of the three

groups, a conclusion is reached which places recreation completely within the boundaries of leisure, while tourism, is partly contained within leisure and partly on the outside, because of the inclusion of business trips and related travel.

In order to distinguish between visitors to Zone One (35 to 45km) and those to Zone Two, (110 to 120km) the terms excursionists and tourists, borrowed from the United Nations sponsored conference in Rome, are used in the text (Mathieson & Wall 1982). On these grounds and because of the broad base of research into the farm tourism industry, the Geography of Leisure is considered, by the researcher, as the most appropriate sub-division within which to place this study.

Chapter Two describes the survey execution and research techniques used to collect primary and secondary data pertaining to the farm tourism industry. A questionnaire was designed and distributed to 162 farmers, forming the original sample. A good response rate was achieved, and the number of usable questionnaire tallied 102 (67,1% of the original sample). The farmer's were then divided into two groups, determined by their previous involvement in rural tourism. Twenty-one farmers had experience in the industry, while 81 had not. This indicates that rural tourism does exist in the study area, although on a limited scale. Examples indicating farmer participation include, agricultural shows, tours, restaurants and farm holidays.

Owing to the configuration of the two narrow zones in which the research was performed, regular usage of maps to document findings was prevented. Histograms and tables were then used to present the data.

Farm tourism is not for people of weak character. In all areas of tourism, stress and conflict are factors, not to be ignored. The aim of Chapter Three was to gain insight into the demographic nature of the farmer's and their families. They are the one's who must decide whether to diversify existing activities to include the tourism element. Nobody else can make the decision, even if the demand for farm holidays should triple in the next decade.

The profile of a family involved in farm tourism in South Africa, could be envisaged as follows. Afrikaans speaking parents, young to middle age with children attending primary school. The father enjoys a challenge and realizes the advantage of good

personal relationships at work and at home. Furthermore, he possesses a post-matriculation qualification. The mother, who has had previous experience in one or a variety of home industries, will run the farm holiday business, and the families interest in outdoor activities could draw prospective visitors to the farm.

The resource in which farm holidays and excursions occur is already occupied by farming, and has an existing agricultural land use classification. A prerequisite of farm tourism is that existing farm operations must continue to be the primary function, and that the supply of recreation facilities and accommodation units must remain in a secondary position.

Farms in the three sub-regions, Boland, Swartland and South Coast, comprising the South Western Cape, displayed the following characteristics: First Zone farms in close proximity to Cape Town averaged 326ha in size, while the Second Zone farms averaged 1 154ha; land value of the intensive production farms was higher than that of the extensive farms, although land per hectare would have been more tenable than the total value used; Unproductive land covered 48,3% of the total area - the most suitable land for conflict free recreation; 83,3% of the farms were "owner occupied", and finally, production peak periods clashed with school holidays, a factor that must be addressed before individual development occurs.

The farm as an agricultural unit could not have been ignored, therefore the inclusion of Chapter Four, which described the setting in which the farm tourism industry operates.

The total area of a farm is not covered exclusively by crops and natural pasture. Undeveloped recreational land and water related attractions exist, ranging from specialised archeological sites to views of the natural and cultural landscapes. A number (4,8 attractions per farm) of unblemished features were identified by the farmers, features normally, out of reach of the paying public, yet with the potential to act as a drawing card to attract visitors.

The occurrence of land orientated attractions is related to the presence of mountains. This is confirmed, by the greater number of attractions found in Zone Two - predominantly mountainous area. Activities range from bridle paths and hikes to archaeological diggings. Water is not plentiful in the South Western Cape,

yet still the farmers identified 112 rivers, waterfalls and rock pools (often on the same river system) and 74 angling sites located at dams, rivers and wetlands. Swimming, sailing, angling and admiring views are a few of the activities visitors can enjoy.

Farm holidays are unique, especially in South Africa, but unless alternate activities in the form of natural and regional tourism attractions exist, the farmer will experience difficulty in keeping the visitors interested in pure farm educational programmes. Conflict between the two sectors is bound to erupt.

The importance of accessibility is stressed, especially with the unstable petrol prices. Farms on off-the-beaten tracks with limited additional attractions will be the first to experience a drop in tourist numbers. The contents of Chapter Five were dedicated to the investigation of the natural and man-made attractions present in the South Western Cape.

It has already been noted that farm tourism in South Africa is in an infant stage, and that many of the farmers had never previously considered turning towards tourism as a means to provide extra income or to broaden horizons. Individual entrepreneurs often venture into the industry with minimal guidance, mainly because so little is known about the internal functioning of the industry. The aim of Chapter Six was to probe the farmer's concerning their perception of this facet of tourism as well as to determine what facilities and accommodation units were available.

The whole question of promoting a sound marketing strategy was also emphasised. All too often the positive effects of tourism are highlighted, and seldom is the new developer warned or led to think about the negative connotations attached to this volatile industry.

A summary of the findings contained within Chapter Six: Rural areas and communities can benefit economically from the Tourist Income Multiplier effect gained by providing accommodation and related tourist services to the public; the need for extra income and ideal location, were the two main reasons to diversify existing agricultural activities; farmer's presently involved in rural tourism prefer visitors on a daily basis, while the potential candidates opted for weekends and

holidays; peace and quiet is the main attraction of farm holidays, while families with adolescent children are the most frequent users of the facilities; accommodation is developed according to the needs of the guest, and ranges from bed-and-breakfast to self-catering units. Cottages and camping sites are the most common form of potential accommodation units in the study area - but for development purposes, rezoning of land is a prerequisite; the most common negative attribute attached to farm holidays is littering and loss of privacy, while the monitoring of carrying capacity was identified as the most important management control to help alleviate problems, and finally, independent marketing is not recommended. The best solution, backed by international findings, is that local farmers, South African Tourism Board and the South African Agricultural Union together should develop a sound marketing strategy. In this way, efficiency is ensured, duplication of advertising is avoided and the personal and unique flavour attached to the farm tourism industry is retained.

The major conclusions of the study are set out below:

- (i) The recreation potential of a farm, irrespective of product produced, depends on its location in relation to man-made and natural land and water orientated features. Farms located in Zone Two are richer in attractions than in Zone One, due to their proximity to mountains in the area. A marginal number of farmers proclaimed their farms to be recreationly barren.
- (ii) Tourism and farming can function together, although the least conflict will arise if non-cultivated land is used, visitors are warned concerning rules and regulations, and self-entertainment and self-catering activities are developed within the boundaries of existing farming activities. It still remains the right of the farmer to decide which is the best time to open the farm to the paying guest.
- (iii) Farm tourism's ability to serve as an economic contributing and stabilising effect was recognised by the farmers when stating that the need for extra income was the main reason that would initiate their entrance into the industry. Whether these farmers are experiencing financial hardship like many farmers in South Africa is not known.

- (iv) Farmers, previously tourists are aware of the negative impacts associated with tourism, so in the position of "tourism supplier" they correctly equate congestion and littering as examples of general negative effects, and loss of privacy, crop pillage and stock mixing as specific impacts to be expected if visitors frequent their farms.
- (v) Farmers' wives are the best suited to run the operation, as their home industrial skills and the need for broader social horizons are motivating factors, especially for those resident on farms at great distances from urban centres.
- (vi) There is a need for a non-profit national co-ordinating Farm Tourism Bureau, supported by the South African Agricultural Union (SAAU) and the South African Tourism Board (SATB) to serve the best interests of the farmers and to promote the South African agricultural tourism image to a domestic and international tourist market.

7.3 RECOMMENDATIONS

The recommendations in this section are directed firstly at the development of a farm tourism industry in South Africa, followed by pointers for future research.

7.3.1 Farm tourism development

- (i) A national Farm Tourism Bureau, functional at regional and local level, involving farmer, local town management and guidance from SATB and SAAU should be established to bring structure to the industry. Tourism, as any other business is not exempted from practicing sound management principles. The Bureau would act as a promotional body and serve as an information base for tourists and farmers alike, but not as a booking office. Subscription to the organisation should be encouraged.
- (ii) A standard quality control should be enforced which grades farms depending on attractions and type of accommodation facilities offered, together with a necessary structuring of rates. Legalities attached to rezoning agriculture

land would then not be easily side stepped. Conservation measures and pollution control could also be carefully monitored.

- (iii) The provision of grants, loans and tax concessions should be implemented to aid the farmer in the early stages of the development of farm tourism. The renovation of existing buildings, many of which can be proclaimed national monuments, and the development of camp sites should receive first priority before the building of new accommodation units.
- (iv) Farmers should be encouraged not to extend beyond the existing prescribed limits (six sites), otherwise a shift from agriculture as primary to secondary activity will occur, and the uniqueness of holidaying on a farm will be lost. Farm tourism involves the whole rural community, so once the industry in a region begins to escalate, the local servicing town should be prepared to expand recreation facilities and infrastructure and to welcome the visitors, with all their negative "baggage", because the results of the Tourist Income Multiplier effect cannot be ignored.

7.3.2 Future research

Based on the findings presented in this document, the following recommendations for future research are suggested:

- (i) an in-depth analysis is required to investigate the nature of co-operation between the different government departments and local bodies in the promotion of farm tourism. Research and promotional duplication should be avoided;
- (ii) an investigation involving ways to finance the industry through company sponsorship and government funding;
- (iii) a time-space investigation into the Tourism Income Multiplier effects on a region or town servicing farms participating in tourism, focusing specifically on increased cash flows to the community, job creation, infrastructural growth and the possible rise in second home ownership;

- (iv) a conservation and environmental investigation into the benefits of creating Sites of Special Scientific Interest (SSSI) in the natural unproductive areas on farms, to alleviate the pressure on existing natural wildlife and fauna reserves (Adams 1984);
- (v) to analyse the behavioural and attitudinal effects of conflicts between tourists and the host communities; finally
- (vi) to investigate means to introduce farm tourism to all sectors of South Africa, especially the largely untapped Black tourist market.

This then concludes the study of Farm Tourism in the South Western Cape.

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ANNEXURES

ANNEXURE A

Table A. Original number of farms in Zone One

Farm activity	South African Terrain Classification						Total
	2A	3A	3VA	3V	4V	5V	
<u>Intensive</u>							
Grapes	4	-	12	11	7	-	34
Deciduous fruit	-	-	3	-	12	-	15
Mixed farming	-	11	45	112	93	-	261
<u>Extensive</u>							
Small grain	-	-	-	-	60	50	110
Livestock-grain	-	8	-	-	3	44	55
Livestock	-	-	-	-	32	-	32
Total number of farms	4	19	60	123	207	9	507

ANNEXURE B

Table B. Original number of farms in Zone Two

Farm activity	South African Terrain Classification							Total
	2V	3A	3VA	3V	4V	4VA	5V	
<u>Intensive</u>								
Grapes	76	18	-	11	29	4	-	138
Deciduous fruit	-	-	16	-	20	6	-	42
Mixed farming	-	5	9	32	12	7	-	65
<u>Extensive</u>								
Small grain	-	11	3	-	71	6	8	99
Livestock-grain	-	12	-	-	4	11	104	131
Livestock	-	-	2	-	3	10	29	44
Total number of farms	76	46	30	43	139	44	141	519

ANNEXURE C

GOALS AND VALUES OF FARMERS (ORIGINAL EXTENDED LIST)

Enjoy work tasks
Independence
Satisfactory income
Challenge
Outdoor life
Expand business
Income for the future
Creativity
Maximum income
Close to home
Self respect
Control situations
Gaining recognition and prestige
Purposeful activity
Belong to farming community
Continue the family tradition
Exercise special abilities
Pride of ownership
Good working relations

ANNEXURE D

FARM TOURISM QUESTIONNAIRE DISTRIBUTED TO THE FARMERS IN THE SOUTH WESTERN CAPE

DEPARTMENT OF GEOGRAPHY

UNIVERSITY OF STELLENBOSCH

QUESTIONNAIRE: POTENTIAL OF FARM TOURISM IN SELECT AREAS OF THE WESTERN CAPE

I am registered as a student for a Masters degree in Human Geography at the University of Stellenbosch. One aim of my research project is to establish the attitudes of farmers concerning the possibility of catering for farm holidays on their properties.

The tranquil rural countryside, good traditional South African food, and an uncommercial atmosphere can serve as the basis for a "holiday with a difference". To the city dweller-access to farm animals and activities can only but create a pleasing environment and an ideal recreational milieu for children and adult alike.

Unfortunately little is as yet known about the willingness of farmers to take part in such a venture. For this project, certain relevant information is required. Using a random sampling technique, your farm has been selected for study. Your co-operation in this regard - by completing the questionnaire below - will be greatly appreciated.

Please be assured that - all information will be treated as strictly confidential and used solely for academic purposes. No individual will be identified in the final report.

INSTRUCTIONS

1. Most of the questionnaire is to be completed by the farmer him-/herself, with questions 7 and 8 to be answered by the farmers wife. Farmers already involved in farm tourism/holidays are required to complete the whole questionnaire, while these not involved may ignore questions 25, 26 and 27.
2. Some questions only require a cross (X) in the appropriate box, while others require both a cross and a written answer. Please write answers on the dotted line and/or in the space provided.
3. Please ignore the right-hand column marked "Office Use".
4. Additional comments on any aspect of the questionnaire will be appreciated.

Should you require further information, please telephone Janet Baxter at (02231) 773218.

Janet Baxter

1. Fill in the number of persons, in each age group, that presently reside in your home (including other dependents).

Under 6	6 - 12	13 - 18	19 - 30	31 - 40	41 - 50	51 - 60	>60

17				20
21				24

Lower than Std 10		Agricultural College	
Std 10		University degree	
Technicon training		Other (specify)	

25

English	Afrikaans	Both	Other

26

4. Nature of occupancy? (Land ownership)

Owner	
Rent the farm	
Other (specify)	
.....	

27

5. Farming occupation?

Full time	
Part time	

20

6. If you are a part time farmer, in which city/town do you work?

29				31
----	--	--	--	----

7. To be answered by the farmers wife: How do you view your role on the farm?

32

Woman farmer (business partner with husband)

1			
			2

- 3 -

Office use

10. Please indicate, as accurately as possible, the size of the following in hectares:

Total areaha
 Natural pastureha
 Cultivated pastureha
 Land under cultivationha
 Unproductive land (mountains, roads, fynbos areas etc)ha

11. What are the three main farming activities practiced (in order of importance)?

1.
 2.
 3.

12. What is the present market value of the farm?

R

13. Do you belong to the local farm union (body)?

YES ☐
 NO ☐

14. Please indicate times of the year when the farm is at its busiest (eg planting, harvesting, lambing etc)

January	<input type="checkbox"/>
February	<input type="checkbox"/>
March	<input type="checkbox"/>
April	<input type="checkbox"/>

May	<input type="checkbox"/>
June	<input type="checkbox"/>
July	<input type="checkbox"/>
August	<input type="checkbox"/>

September	<input type="checkbox"/>
October	<input type="checkbox"/>
November	<input type="checkbox"/>
December	<input type="checkbox"/>

- 15a) Can you identify any urban pressures (positive or negative) on farming in the area? (Vandalism, close to market, threat of development etc).

YES ☐
 NO ☐

- (b) If yes, please specify in order of decreasing importance.

Positive factors: 1

2

3

Negative factors: 1

2

3

6				
11				
16				
21				
26				

31				33
34				36
37				39

40				42
43				45

				46
--	--	--	--	----

47					50
51					53
55					56

				59
--	--	--	--	----

60				61
62				63
64				65

66				67
68				69
70				71

1				3
				4
				5

C. RECREATION POTENTIAL OF THE FARM16. What is the approximate road distance from the farm house to:

- (a) Cape Town km
- (b) Closest town km please specify
- (c) Recognised/established recreation site km please specify
- (d) National road km
- (e) Secondary road km
- (f) Railway station km please specify

17. Is there a landing strip for light aircraft on, or within 15 km from the farm?

YES

NO

18. Does a river flow through/next to the farm?

YES

NO

19. Are there suitable angling areas on the farm?

None	Natural pool	Dam	River	Vlei

20. If there are angling spots, what time of the year can they be utilized?

Summer	Winter	All year

21. Which of the following additional recreational attractions exist on the farm?

None	Cave	Ravine	Cliffs	Swimming areas	Waterfall

Natural fauna	Natural flora	Historical buildings	Archeological sites	Attractive views

6			8
9			11
12			14
15			17
18			20
21			23

24			25
26			27
28			29

	30
--	----

	31
--	----

32					
----	--	--	--	--	--

	37
--	----

38			39
40			41
42			43
44			45
46			47
			48

22. Do you have any of the following potential recreational accommodation facilities available?

- (a) vacant labourers' cottage(s)
 (b) outside room(s)
 (c) vacant room(s) in the house
 (d) separate bathroom facilities (for guests)
 (e) open plot of land (potential campsite)
 (f) Barn/shed in liveable condition
 (g) Others: 1.
 2.
 3.

	49	
	50	
	51	
	52	
	53	
	54	
	55	
56		57
58		59
60		61

D. THE FARMERS ATTITUDE TOWARDS FARM TOURISM

23a) Do you or your family participate in any informal outdoor recreation activities?

YES

NO

	52
--	----

- (b) If yes, please specify: 1.
 2.
 3.

63		64
65		66
67		68

24. Are you at present involved in any of the following forms of rural tourism?

Restaurant on the farm	Tours (eg wine, wool)	Farm Holidays	Agricultural shows	Others (please specify)
				1.
				2.
				3.

69				
----	--	--	--	--

74		75
76		77
78		79

25. If you cater for farm weekends/holidays, and thus paying guests, what forms of accommodation are available?

Room in your home	Outside room	Separate cottage(s)	Rondawel	Camping area	Caravan area	Other 1.
						2.
						3.

1					4
---	--	--	--	--	---

6				
---	--	--	--	--

10				12
----	--	--	--	----

13				14
----	--	--	--	----

15				16
----	--	--	--	----

17				18
----	--	--	--	----

26. On what basis is it run?

Dinner, bed-and breakfast	Bed-and breakfast	Self-catering

	19
	20
	21

27. How many guests can you cater for and what are your tariffs?

(a) Bed-and-breakfast: max no. of guests
tariffs - per night R.....
- per weekend R.....
- per week R.....

(b) Self-catering: max no. of guests
tariffs - per night R.....
- per week-end R.....
- per week R.....

(c) campsite (tents): max no. of sites
max no. of campers
tariffs - per site R.....
per camper R.....

(d) caravan sites: max no. of sites
max no. of campers
tariffs - per site R.....
per camper R.....

(e) day outings: maximum no. of guests
tariffs per guests R.....

(f) Do you have special tariffs for

(i) Children

YES ☐
NO ☐

(ii) large groups (eg. school groups)

YES ☐
NO ☐

(iii) in season/out of season (holiday)

YES ☐
NO ☐

28. If you decide (have decided) to diversify your existing farming system, and incorporate(d) farm tourism/holidays as an additional activity, which of the following reasons would be (were) the main criteria for doing so?

- (a) extra income
- (b) availability of resources/facilities (capital, labour, buildings)
- (c) location (close to important roads, urban centres etc)
- (d) personal reasons
- (e) wife can broaden her horizons
- (f) others: 1.
2.
3.

Office Use

22			23
24			25
26			28
29			31

32			33
34			35
36			38
39			41

42			43
44			45
46			48
49			50

51			52
53			54
55			57
58			59

60			62
63			64

		65
--	--	----

		66
--	--	----

		67
--	--	----

		68
--	--	----

69				71
72				73
	75			76
	77			78
	79			80

1				3
				4
			5	5

29. Have you constructed any of the following facilities on the farm?

YES

NO

If yes, please indicate:

(a) Nature reserves/game farms

(b) camping sites

(c) hiking trails/day walks

(d) picnic/braai area

(e) swimming pools in natural areas

(f) horse riding trails

(g) bicycle paths (trails)

(h) others: 1.

2.

3.

30. Even if you do not at present practice a mixed farming system, would you be prepared to create a more varied farming milieu by stocking a variety of animals (cattle, pigs, chickens, ducks etc) to interest potential visitors?

YES

NO

31. Which of the following negative factors associated with farm tourism do you consider are (potentially) most bothersome to farming operations and to your family?

(a) Litter

(b) Gates left open

(c) damage and theft

(d) loss of privacy

(e) fire risk

(f) stock mixing

(g) wear and tear on private roads

(h) destruction of vegetation (natural)

(i) damage to crops

(j) fouling of water

(k) congestion (traffic, people)

(l) others (please specify): 1.

2.

3.

--

7				8
11				10

15			16
17			18
19			20

--

--

23				25
26				28
29				31
32				34

35			36
37			38
39			40

32. Which management actions do you consider necessary to help discourage the above problems? (See question 31).

(a) Erecting notice boards to discourage tourists

(b) install ramps in place of gates

(c) locking gates to prevent random access

(d) install rubbish bins

(e) monitoring tourist capacity

(f) others: 1.

2.

3.

41				43
44				46

47			48
49			50
51			52

33. The right of admission will be determined by you - the land owner/occupier. Which of the following groups would you be willing to admit as tourists/ paying guests on your farm? (Overnight trips, day outings).

(a) No one

(b) family with older children (10 - 18 years and older)

(c) family with small children (2 - 9 years)

(d) adults only

(e) senior citizens

(f) handicapped

(g) non-whites

(h) school groups

(i) university students

	53
	54
	55
	56
	57
	58
	59
	60
	61

34. Which of the following programmes (would you be prepared to) do you undertake so as to entertain your guests?

(a) None

(b) self catering/entertain themselves

(c) farming education

(d) conservation and environment programmes

(e) adventure programmes

(f) arts and handicrafts

(f) others: 1.

2.

3.

	62			
63				65
67				69

70			71
72			73
74			75

35. How often would you be prepared to open your farm to the paying guest?

Daily	
Weekends	
holidays	

1 x /month	
2 x /month	
in season	

out of season	
never	

1					6	5
---	--	--	--	--	---	---

6					9
10					13

36. (a) Would you be willing to participate in an organised marketing (advertising) programme that would provide information to you the farmer (on public needs, norms and standards, etc) and to promote your farm as a possible tourist destination for the public?

YES

NO

- (b) If yes, why?

1.
2.
3.

- (c) If no, why?

1.
2.
3.

- (d) Do you already belong to such a scheme?

YES

NO

Further commentary will be greatly appreciated.

.....

.....

.....

.....

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.....

.....

.....

.....

.....

Thank you for co-operation.

(Miss) JANET BAXTER

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15		16
17		18
19		20

21		22
23		24
25		26

--

DIE GEOGRAFIE DEPARTEMENT

UNIVERSITEIT VAN STELLENBOSCH

VRAELYS: POTENSIAAL VIR PLAASTOERISME IN UITGESOEKTE GEBIEDE VAN DIE WES-KAAP

Ek is geregistreer as 'n meestersgraad student in die Menslike Geografie aan die Universiteit van Stellenbosch. Een van my navorsingsdoelwitte is om die houding van boere teenoor die moontlikheid van die verskaffing van plaasvakansies op hul eiendomme vas te stel.

Die vredige, landelike omgewing, goeie tradisionele Suid-Afrikaanse kos en 'n onkommersieële atmosfeer kan die basis vorm vir 'n "vakansie wat anders is." Vir die stedeling kan die toegang tot plaasdiere en -aktiwiteite net 'n aangename omgewing en die ideale ontspanningsmilieu vir volwassenes en kinders skep.

Ongelukkig is daar niks bekend oor die boere se bereidwilligheid om deel te neem aan so 'n skema nie. Vir die projek word sekere relevante inligting verlang. Deur middel van 'n toevallige steekproef tegniek is jou plaas een van die wat vir studie gekies is. U samewerking, naamlik die voltooiing van die vraelys, sal hoog of prys gestel word.

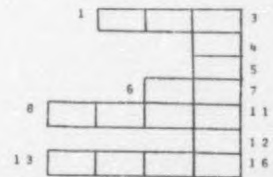
Wees asseblief verseker dat alle inligting as streng vertroulik hanteer sal word en slegs vir akademiese doeleindes gebruik sal word. Geen individu sal in die finale verslag geïdentifiseer word nie.

AANWYSINGS

1. Die grootste gedeelte van die vraelys moet deur die boer self voltooi word. Vrae 7 en 8 moet deur die boer se vrou beantwoord word. Boere wat reeds betrokke is by plaastoerisme/vakansies word versoek om asseblief die volledige vraelys te voltooi, terwyl diegene wat nog nie betrokke is nie, vrae 25, 26 en 27 kan ignoreer.
2. Sommige vrae vereis slegs 'n kruisie (X) in die toepaslike blokkie. Ander vrae vereis 'n kruisie en 'n woordelike antwoord. Skryf asseblief die antwoorde op die stippellyne en/of in die spasies daarvoor verskaf.
3. Ignoreer asseblief die regterhandse kolom, wat "slegs vir kantoorgebruik" is.
4. Aanvullende opmerkings oor enige aspekte van die vraelys sal waardeer word.

Vir enige verdere inligting, kontak Janet Baxter by (02231) 773218.

Janet Baxter

A. HUISHOUDELIKE KENMERKE

1. Skryf neer die hoeveelheid persone in elke ouderdomsgroep wat huidige in jou huis woon. Sluit ander afhanklikes ook in.

Ouderdom in Jare

Jonger as 6	6 - 12	13 - 18	19 - 30	31 - 40	41 - 50	51 - 60	>60

2. Wat is die hoof van die huishouding se hoogste opvoedkundige kwalifikasie?

Laer as St. 10		Landbou Kollege	
St. 10		Universiteitsgraad	
Teknikon Opleiding		Ander (spesifiseer asb)	

3. Wat is u huistaal?

Engels	Afrikaans	Albei	Ander

B. DIE PLAAS AS LANDBOU-ONDERNEMING

4. Wat is die aard van u besitneming/grondbesit?

Eienaar	
Plaas word gehuur	
Ander (Spesifiseer asb.)	

5. Is boerdery

Voltyds	
Deeltyds	

u beroep?

6. Indien u deeltyds boer, in watter dorp/stad werk u?

.....

Die volgende 2 vrae moet deur die boer se vrou beantwoord word:

7. Hoe sien u u rol op die Plaas?

Huisvrou (sy plaas, u plaashuis)

Werkende huisvrou (staan u man by en vervul huishoudelike pligte)

Vroulike boer (in vennootskap met u man)



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- 2 -

- 8(a) Dui asseblief aan of u betaling ontvang vir betrokkenheid by enige van die volgende tuisbedrywe

Glad nie Betrokke	Bak	Naaldwerk	Kwekery	Plaasstal	Handwerk bv. Pottobakkery	Tikwerk

Ander (spesifiseer asb.)

.....

- (b) Hoeveel tyd word gemiddeld aan bogenoemde tuisbedrywe gewy?
Ure per week

Die volgende vrae moet weer deur die boer beantwoord word.

9. Dui asseblief aan op 'n skaal van 4 tot 1 tot watter mate die volgende faktore jou keuse van boerdery as beroep beïnvloed het.

4 - essensieel 2 - nie juis belangrik nie
3 - belangrik 1 - irrelevant

- (a) Die versekering van inkomste vir die toekoms.
(b) Die verkryging van erkenning, prestige as boer.
(c) Die geleentheid om kreatief oorspronklik te wees.
(d) Doelgerigte, Betekenisvolle Aktiwiteit, die waarde van harde werk.
(e) Die verkryging van 'n bevredegende inkomste.
(f) Om aan 'n landbougemeenskap te behoort.
(g) Die self-respek verbonde aan 'n bevredegende werk.
(h) Onafhanklikheid.
(i) Die voortsetting van die familie tradisie.
(j) Genot word geput uit die werkaktiwiteite.
(k) Die uitbreiding van die besigheid.
(l) Die uitoefening van spesiale vermoëns en aanlegte.
(m) Om beheer in 'n verskeidenheid van situasies te hê.
(n) Die trotse gevoel van eienaarskap.
(o) Die onderhoud van goeie verhoudings met die werkers.
(p) Die aanvaarding van 'n uitdaging, die bereiking van 'n doelwit, persoonlike ontwikkeling en groei.
(q) Om 'n gesonde buitelug lewe te lei.
(r) Om 'n maksimum inkomste te verdien.
(s) Om aangename werksomstandighede te verskaf - werksure, sekuriteit, omgewing.

33				35
36				38
39				41

42			43
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44
45
46
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49
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51
52
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56
57
58
59
60
61
62

1				3
				4
				5

10. Dui asseblief so akkuraat moontlik die grootte van die volgende in hektaar aan:

Totale areaha
 Natuurlike wêreldha
 Aangeplante wêreldha
 Land wat bewerk wordha
 Onproduktiewe land (berge, paaie, fynbos areas)ha

11. Wat is die drie hoofaktiwiteite wat op u plaas beoefen word? Dui hulle in volgorde van belangrikheid aan.

1.
 2.
 3.

12. Wat is die huidige markwaarde van u plaas?

R.

13. Behoort u aan die plaaslike landbou unie?

JA ☐
 NEE ☐

14. Dui asseblief die tyd van die jaar aan wanneer die plaas die besig is (bv. planttyd, oestyd, lamtyd, ens).

Januarie	
Februarie	
Maart	
April	

Mei	
Junie	
Julie	
Augustus	

September	
Oktober	
November	
Desember	

15. (a) Kan u enige stedelike invloede, positief of negatief, op boerdery bedrywighede in u area identifiseer, soos byvoorbeeld vandalisme, nabyheid aan markte, dreigende ontwikkeling of uitbreiding?

JA ☐
 NEE ☐

- (b) Indien u "JA" geantwoord het, spesifiseer asseblief:

Positiewe invloede: 1
 2
 3

Negatiewe invloede: 1
 2
 3

6					10
11					15
16					20
21					25
26					30

31				33
34				36
37				39

40				42
43				45

			46
--	--	--	----

47					50
51					54
55					58

			59
--	--	--	----

60				61
62				63
64				65

66				67
68				69
70				71

1				3
				4
				5

C. POTENSIAAL VIR ONTSPANNING OP DIE PLAAS16. Wat is die afstand ongeveer vanaf u plaashuis na:

- (a) Kaapstad km
- (b) Die naaste dorp km Spesifiseer asb.
- (c) Erkende, gevestigde
ontspanningsoord km Spesifiseer asb.
- (d) Nasionale pad km
- (e) Sekondêre pad km
- (f) Stasie km Spesifiseer asb.

17. Is daar 'n landingstrook op of binne 15 km vanaf die plaas?

JA ☐

NEE ☐

18. Vloei daar 'n rivier oor of langsaan die plaas verby?

JA ☐

NEE ☐

19. Is daar areas wat geskik is vir visvang op die plaas?

Geen	Natuurlike poel	Dam	Rivier	Vlei
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Indien daar geskikte visvanggebiede is, watter tyd van die jaar kan hulle benut word?

Somer	Winter	Die hele jaar
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Watter van die volgende bykomende ontspanningsmoontlikhede word op u plaas aangetref?

Geen	Grot	Bergkloof/ Ravyn	Kloue	Swem plekke	waterval
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Natuurlike Fauna	Natuurlike Flora	Historiese Geboue	Argeologiese interessantheid	Mooi uitsigte
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6			8
9			11
12			14
15			17
18			20
21			23

24		25
26		27
28		29

30

31

32					36
----	--	--	--	--	----

37

38		39
40		41
42		43
44		45
46		47
48		

22. Is daar enige van die volgende moontlike rekreasie losies fasiliteite op u plaas?

- (a) Leë werkers kothuis(e) ☐
- (b) Buitekamer(s) ☐
- (c) Leë kamers in die huis ☐
- (d) Aparte badkamer fasiliteite vir gaste ☐
- (e) n Stuk oop grond (potensiële kampterrein) ☐
- (f) n Skuur in leefbare toestand ☐
- (g) Ander: 1
 2
 3

D. DIE BOER SE HOUDING JEENS PLAASTOERISME

23. (a) Neem u of u familie aan enige informele buitemuurse ontspanningsaktiwiteite deel?

JA ☐NEE ☐

(b) Indien u "JA" geantwoord het, spesifiseer asseblief:

1.
 2.
 3.

24. (a) Is u huidiglik betrokke by enige van die volgende tipes plattelandse toerisme?

Restaurant	Toere Bv. wyn, wol	Plaas- vakansies	Landbou skoue	Ander
				1. 2. 3.

25. As u plaasnaeweke of -vakansies aan betalende gaste verskaf, watter losies bied u aan?

Kamer in u huis	Buite kamer	Aparte Kothuis(e)	Ronda- wel	Kampe- terrein	Karavaan kamp

- Ander: 1.
 2.
 3.

26. Op watter basis word dit georganiseer?

Aandete, bed- en-ontbyt	Bed-en- Ontbyt	Gaste moet self voorsien

	49	
	50	
	51	
	52	
	53	
	54	
	55	
56		57
58		59
60		61

	52
--	----

63		64
65		66
67		68

69					73
----	--	--	--	--	----

74		75
76		77
78		79

1					5
---	--	--	--	--	---

6				9
10				12
13				14
15				16
17				18

	19
	20
	21

27. Aan hoeveel gaste kan u voorsien, en wat is u tariewe?

(a) bed-en-ontbyt : maks. gaste

tariewe - aand R.....

- naweek R.....

- weekliks R.....

(b) selfvoorsiening : maks. gaste

tariewe - aand R.....

- naweek R.....

- weekliks R.....

(c) kampering (tente) : maks. no. staanplekke

maks. no. kampeerders

tariewe - staanplek R.....

- kampeerders R.....

(d) karavaankamp : maks. no. staanplekke

maks. no. kampeerders

tariewe - staanplek R.....

- kampeerders R.....

(e) daguitstappies : maks. gaste

hekfool R.....

(f) Het u spesiale tariewe vir:

(i) kinders

JA

NEE

(ii) groot groepe (bv. skoolkinders)

JA

NEE

(iii) in seisoen, buite seisoen (vakansie)

JA

NEE

28. Indien u besluit het of sou besluit om u huidige boerderystelsel uit te brei om plaastoerisme in te sluit, watter van die volgende sal u belangrike redes vir die besluit wees?

(a) Bykomende inkomste

(b) Die beskikbaarheid van fasiliteite (kapitaal, arbeid, geboue)

(c) Ligging (na aan belangrike paaie, stedelike sentra, ens)

(d) Persoonlike redes

(e) Ontwikkelingsgeleentheid vir u vrou

(f) Ander: 1.

2.

3.

22			23
	24		25
26			28
29			31

32			33
	34		35
36			38
39			41

42			43
	44		45
46			48
	49		50

51			52
	53		54
55			57
	58		59

60			62
	63		64

	65
--	----

	66
--	----

	67
--	----

	68
--	----

69			71
72			74
	75		76
	77		78
	79		80

1			3
			4
			5

29. Het u enige van die volgende fasiliteite op u plaas aanbring?

JA	<input type="checkbox"/>
NEE	<input type="checkbox"/>

Indien ja, spesifiseer asb.

- (a) Natuurreservaat/wildplaas
 (b) Kampeerterreine
 (c) Voetslaanpaaie/Dag-uitstappies
 (d) Picknik/Braai areas
 (e) Swemplekke in natuurlike omgewings
 (f) Perdry roetes
 (g) Fietsry roetes

- (h) Ander: 1.
 2.
 3.

30. Al beoefen u nie huidiglik gemengde boerdery nie, sou u bereid wees om n meer gevarieerde plaas milieu te skep deur byvoorbeeld n verskeidenheid diere (beeste, varke, hoenders, eende, ens.) aan te hou ter wille van moontlike besoekers?

JA	<input type="checkbox"/>
NEE	<input type="checkbox"/>

31. Watter van die volgende negatiewe gevolge van plaastoerisme sou jy as potensieel die mees steurende vir u, u gesin en plaasbedrywighede beskou?

- (a) rommelverspreiding
 (b) Hekke wat ooggelaat word
 (c) Diefstal en vernieling
 (d) verlies aan privaatheid
 (e) brandgevaar
 (f) veevermenging
 (g) druk op privaat paaie
 (h) vernietiging van natuurlike plantegroei
 (i) skade aan plante
 (j) waterbesoedeling
 (k) kongestie (verkeer, mense)
 (l) ander (spesifiseer asb.)

1.
 2.
 3.

	6
--	---

7					20
11					24

15			16
17			18
19			20

	21
--	----

	22
--	----

23				25
26				28
29				31
32				34

35			36
37			38
39			40

32. Watter bestuuroptredes sou u as noodsaaklik beskou om bogenoemde probleme te ontmoedig? (Sien vraag 31)

- (a) Die oprigting van waarskuwende tekens en borde
- (b) Die oprigting van opritte ("ramps") in plaas van hekke
- (c) Hou sekere hekke gesluit om toegang te beperk
- (d) Die installering van vullisdromme
- (e) Monitor die hoeveelheid toeriste noukeurig
- (f) Ander: 1.
2.
3.

41				43
44				46

47			48
49			50
51			52

33. Die reg van toegang sal deur u, die grondbesitter of gebruiker, voorbehou word. Watter van die volgende groepe sou u bereid wees om as toeriste/ betalende gaste tot u plaas toe te laat? (oornag, daaguitstappies).

- (a) Niemand
- (b) Families met ouer kinders (10 - 18 jaar en ouer)
- (c) Families met klein kinders (2 - 9 jaar)
- (d) Slegs volwassenes
- (e) Senior burgers
- (f) Gestremdes
- (g) Nie-blankes
- (h) Skoolgroepe
- (i) Universiteitstudente

	53
	54
	55
	56
	57
	58
	59
	60
	61

34. Watter van die volgende programme sou u bereid wees om tot vermaak van u gaste aan te bied (of wat al klaar aan die gang is).

- (a) Geen
- (b) Self-voorsiening: gaste verantwoordelik vir eie vermaak
- (c) Landbou instruksie/opvoeding
- (d) Natuurbewaring en omgewingsbewustheid
- (e) Avontuur programme
- (f) Kuns en handwerk
- (g) Ander: 1.
2.
3.

	62			
63				66
67				69

70			71
72			73
74			75

35. Hoe dikwels sou u bereid wees om u plaas vir betalende besoekers oop te stel?

Daaglik	
Naweke	
Vakansies	

1 x per maand	
2 x per maand	
Binne seisoen	

Buite seisoen	
Nooit	

1					5
6					9
10					13

36. (a) Sou u gewillig wees om betrokke te raak by 'n bemarkings- of advertensie veldtog wat inligting aan u, die boer, sou verskaf (bv. oor die behoeftes van die publiek, die standaarde en vereistes), en u plaas sou bevorder of adverteer as 'n moontlike toeriste destinasie?

JA	<input type="checkbox"/>
NEE	<input type="checkbox"/>

<input type="checkbox"/>	14
--------------------------	----

- (b) Dui asseblief aan waarom u "JA" geantwoord het:

1.
2.
- * 3.

15	<input type="checkbox"/>	<input type="checkbox"/>	16
17	<input type="checkbox"/>	<input type="checkbox"/>	18
19	<input type="checkbox"/>	<input type="checkbox"/>	20

- (c) Dui asseblief aan waarop u "NEE" geantwoord het:

1.
2.
3.

21	<input type="checkbox"/>	<input type="checkbox"/>	22
23	<input type="checkbox"/>	<input type="checkbox"/>	24
25	<input type="checkbox"/>	<input type="checkbox"/>	26

- (d) Behoort u miskien al klaar aan die soorte skema?

JA	<input type="checkbox"/>
NEE	<input type="checkbox"/>

<input type="checkbox"/>	27
--------------------------	----

Enige verdere kommentaar sal hoog op prys gestel word.

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.....

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.....

.....

baie dankie vir u samewerking

(Mej) JANET BAXTER

ANNEXURE E

APPLICATION FORM FOR THE REZONING OF AGRICULTURAL LAND

PROVINSIALE ADMINISTRASIE
VAN DIE KAAP DIE GOEIE HOOP



PROVINCIAL ADMINISTRATION
OF THE CAPE OF GOOD HOPE

APPLICATION FOR CHANGE IN USE OF LAND

(Place a cross in all the appropriate blocks)

1. ☐ REZONING TO SUBDIVISIONAL AREA in terms of section 17 of the Land Use Planning Ordinance, 1985 (Ordinance 15 of 1985), hereinafter referred to as the Ordinance, as required in section 22(1)(a) of the Ordinance.
2. ☐ REZONING in terms of section 17 of the Ordinance WHICH DOES NOT COMPRISE A REZONING TO SUBDIVISIONAL AREA.
3. ☐ DEPARTURE in terms of section 15 of the Ordinance.
4. ☐ ZONING, SUBDIVISION AND USE OF LAND FOR INDUSTRIAL PURPOSES in terms of section 4 of the Physical Planning Act, 1967 (Act 38 of 1967).
5. ☐ PERMIT in terms of regulation 2 of the COASTAL REGULATIONS promulgated in terms of the Environment Conservation Act, 1982 (Act 100 of 1982), (Government Notice R.2597 dated 12 December 1986) WHEN AN APPLICATION IN TERMS OF ORDINANCE 15 OF 1985 IS ALSO REQUIRED.

Municipality/Divisional Council/Regional Services Council:

Description of land:

Registered owner(s):

Applicant:

INSTRUCTIONS

(These instructions should be read before completing the form).

1. GENERAL REMARKS

- 1.1 Unless the applicant requests otherwise, all correspondence regarding this application shall be in the language in which the application form has been completed.
- 1.2 If an application requires approval in terms of various types of legislation and two or more of the applications have to be advertised, the applicant must inform the town clerk, secretary or executive officer accordingly so that all applications may be advertised and submitted for approval simultaneously.
- 1.3 Applicants' attention is drawn specifically to the following recommendations of the Parliamentary Commission of Inquiry into Township Establishment and Related Matters (Venter Commission) accepted by the Cabinet:
 - 1.3.1 Incorrect and incomplete applications must be returned forthwith as such applications cause delays and are also unfair towards those developers who compile their applications properly.
 - 1.3.2 Developers themselves must be more directly involved in their applications and must ensure that their own staff or bodies that act on their behalf do not delay the process unnecessarily.
- 1.4 Applicants must note that until such time that an approval has been approved in writing, any correspondence or discussions pertaining to this application must not be regarded as an indication that it will in fact be approved and do not bind the Administrator or local authority in any way.
- 1.5 The Administrator reserves the right to have an approval declared null and void if it was based on wrong information supplied by an applicant. Applicants must therefore ensure that all information about restricting factors that could influence the application, be provided.

2. SUBMISSION OF APPLICATION

- 2.1 The application must be submitted in duplicate, together with all the required annexures, to the local authority in whose area of jurisdiction the land unit is situated. If the land is to be incorporated within the area of jurisdiction of a municipality, the application form must also be submitted to the municipality concerned.
- 2.2 If the relevant local authority does not have the delegated powers to finalise the application, and in cases of appeals, a copy of the application must also be submitted to:

The Chief Director: Land Development Co-ordination
Private Bag X9006
CAPE TOWN
8000

3. PRIOR LIAISON WITH OTHER BODIES

- 3.1 Where a developer can prove that a body is satisfied with a plan or proposal by means of, for example, an endorsement on the plan or a letter from such a body, the body will not necessarily be approached again for comments. Prior liaison with interested bodies is strongly recommended, and applications will be expedited in this way.

- 3.2 A list of the different authorities and bodies involved in development, together with the names, telephone numbers and addresses of persons whom to contact at each body, is available from all local authorities.

4. PLANS AND MAPS

The following plans and maps, together with the information mentioned below, must accompany the application:

4.1 Regional Map

If the land unit, in respect of which the application is being made, lies beyond the boundaries of a municipal or local area, a legible A3 or A4 size copy of the 1:50 000 topocadastral map series for the area, on which the following details are shown, must be submitted:

- true north, legend and the title "Regional map"
- the number of the relevant topocadastral map
- the boundaries of the relevant land unit must be clearly outlined
- other relevant information

4.2 Locality map

All applications must be accompanied by one copy (or more, if there has been no liaison with other bodies) of a locality map in international paper sizes A4 or A3, preferably on a scale of 1:10 000 (if not possible, a scale of more or less the same size). If an orthophoto is available, a copy of this may serve as a locality map. The map must indicate the following details:

- the scale, true north, legend and the title "Locality map"
- erf boundaries with erf or farm numbers thereon
- size and location of the relevant portion
- street names and the location of existing buildings on the relevant land unit and on immediately adjacent land units
- roads, with an indication of whether they are main, trunk, national or provincial roads
- local authority boundaries, nearest towns, etc.
- any physical restrictions on the land unit or surrounding land units which may affect the application
- other relevant information

4.3 Zoning map (Must be provided by the local authority)

If the zonings have been recorded on a map, all rezoning applications must be accompanied by one copy of an extract from the council's zoning map, on which the following details are indicated:

- the scale, true north, legend and the title "Zoning map"
- the zonings surrounding the relevant land unit with a width of up to at least 300 m.

4.4 Land-use map

If the zonings in respect of the area of jurisdiction of a local authority have not yet been recorded on a map or if the land uses

applicable /...

applicable to the area on the zoning map (paragraph 4.3 above) differ from the zonings, the rezoning application must be accompanied by one copy of a land use map on the same scale as the extract from the zoning map. The map must indicate the following:

- the scale, true north, legend and the title "Land-use map"
- all land uses of land units that differ from the zoning of the relevant land unit, as well as all vacant land units.

4.5 Layout plan

All applications for rezoning to subdivisional areas and all applications where the details of the application are important for the approval of the application (e.g. rezoning for hypermarkets, holiday resorts, group housing, industrial subdivisions, etc.) must be accompanied by at least one copy (or more, if there has been no liaison with other bodies) of a layout plan in one of the international paper sizes from A0 to A4 (preferably as small as possible) on one of the following scales: 1:500; 1:1 000; 1:2 000 or 1:2 500, which indicate the following:

- the scale, true north, legend and the title "Layout plan", as well as the number of the plan (amendments to the plan must have subsequent numbers)
- contours with differences in height of between 1 m and 5 m to beyond the layout boundary, as well as
- all areas steeper than 1-in-4
- 1-in-50 year flood-line, if applicable
- other physical restrictions that may affect the layout (e.g. cliffs, swamps, dunes, etc.)
- existing buildings on the land unit and on immediately adjacent land units
- layout of roads on adjacent land units
- the details of the layout required for a delegation structure plan for the category under which the local authority falls (see Table I on page 26 of the "Manual for Structure Planning" dated November 1986).

5. MOTIVATION REPORT

A comprehensive exposition substantiating the desirability of the proposed change in land use must be attached. The extent of this report will vary from one application to the next, depending on the sensitivity of the environment and the size of the proposed development. The following guidelines must be followed when compiling such a report:

5.1 Desirability

The concept of "desirability" in the land use planning context, may be defined as the degree of acceptability of the land use(s) on the land units concerned. Discuss the desirability of the proposed change in land use with reference to the following aspects:

- ##### 5.1.1 Physical characteristics of the property.
- The expected effect of the proposed change in land use and any modification of the physical characteristics must be discussed. The physical characteristics include topography (slopes), geological formations, soil characteristics and depth of underlying rock formations, microclimate, vegetation (e.g. invader plants), flood plains and flood-lines, water tables, fountains, drainage

patterns /...

patterns, unique ecological habitats and sensitive areas, existing filled-in areas and gravel quarries, potential supporting capacity of the area, etc.

- 5.1.2 Existing planning in the area. Discuss the degree of compatibility of the proposed change in land use with the existing planning in respect of the area using guide plans, structure plans, etc.
- 5.1.3 Character of the surrounding area. Discuss the degree of compatibility of the proposed change in land use with the types of land uses in the surrounding area, the accommodation density (e.g. sizes of erf), historical, architectural or conservation worthy areas, natural assets, number of community facilities, privacy of neighbours, street scenes, views, etc.
- 5.1.4 The potential of the property. Discuss the potential of the property for other uses, e.g. agriculture (in an existing agricultural area)/conservation (of natural and urban environments)/mining (e.g. are there any economically exploitable minerals on the property?)/recreation (especially along the coast) and how the proposal will influence the potential.
- 5.1.5 The location and accessibility of the property. Discuss the accessibility of the property regarding the existing urban development, the main road network, and other infrastructure, as well as the effect of additional traffic, if any, on the environment. In the case of a rezoning to a subdivisinal area, the availability of land units with similar characteristics and the expected pace of development of such units must also be discussed.
- 5.1.6 Provision of services. Discuss the possibility of the provision of services (do you anticipate any problems?): what type of services will be provided; what the cost of providing such services will be and whether it will be desirable to provide such services (e.g. how it would effect the natural environment), possible pollution, etc.
- 5.1.7 The construction phase of the proposal. Discuss the duration of the construction phase; whether any temporary structures will have to be erected (e.g. worker's camps); where construction materials will be obtained from (e.g. gravel quarries on the property); or whether any dunes will have to be flattened or the excavation, filling in of areas, removal of vegetation, etc., is envisaged and what the extent of this will be, where construction materials will be stored, and whether or not any damage to the natural environment can be remedied (e.g. by landscaping).
- 5.2 Form of the detail layout plan
- The amount of detail shown on the layout plan must correspond with that required for a delegation structure plan, and may differ from local authority to local authority, depending on the category under which the local authority falls. Irrespective of the amount of detail, the form of the detail layout plan must be substantiated on the basis of the following aspects:
- 5.2.1 Inherent characteristics of the terrain. Discuss how the inherent physical characteristics of and man-made features on the terrain will be handled by basing the discussion on e.g. the existing infrastructure, uses of the surrounding land, restrictions like noise and air pollution, slopes, etc.
- 5.2.2 Provision of community facilities and open space. Discuss the number, size and location of such facilities, the usability of open spaces, how open spaces will fit in with existing or planned open space structure, how much open space per 1 000 people is to be provided, etc.

5.2.3 Road infrastructure. Discuss the hierarchy and widths of roads, the longitudinal and latitudinal slopes, the link-up with existing road infrastructure, the effect of the road network on other infrastructure (e.g. drainage, sewerage), the accessibility of various land units and the possible separation of pedestrian and motor traffic.

5.2.4 Local businesses and high density housing. Discuss the size and location of plots, the proposed zonings thereof, the effect of these proposed zonings on surrounding land units, traffic flow and the provision of open space.

5.3 Photos

If possible, photos of the area under application should be submitted to elucidate certain aspects of the application.

/EvdM

HPL/09bH080m

SECTION A

(SHOULD BE COMPLETED BY THE APPLICANT/CONSULTANT)
 (*Place a cross in the appropriate block)

1. PERSONAL PARTICULARS OF APPLICANT

- *1.1 Name of

person	company
--------	---------

 to whom/which correspondence should be addressed:
 Address:

 Postal code :
 Reference no.:
 Telephone no.: Dialling code:
- *1.2 Is the applicant the only registered owner of the property concerned?

YES	NO
-----	----

- If not, attach power of attorney from the registered owner(s) to the application. This is also applicable if the person who is applying is still in the process of obtaining the land unit and if the land unit is owned by a company or more than one person.

- 1.3 Name(s) of registered owner(s):

 1.4 Is the property encumbered with a bond?

- If so, attach the authorisation of the mortgagee to the application.

YES	NO
-----	----

2. DETAILS OF LAND UNIT

- 2.1 Registered description of the property as shown on title deed:

 Number and date of the title deed:
 Surface area:
 2.2 What is the present zoning of the land unit?

 2.3 Are any departures applicable to the land unit in terms of section 15 of the Ordinance?

YES	NO
-----	----

If so, give a full explanation:

*2.4 Are there any development (building, etc.) on the land unit?

YES	NO
-----	----

If so, what are the nature and condition of these improvements?

.....

.....

*2.5 Are the present zonings being utilized?

YES	NO
-----	----

If not, how is the land being utilized?

.....

3. DETAILS OF APPLICATION

*3.1 Describe the development in detail:

.....

.....

.....

3.2 Does the proposal involve the entire land unit?

YES	NO
-----	----

If not, indicate the size of that portion of the land unit which is not involved and what it is being used for?

.....

3.3 Is a departure being applied for in order to obtain a temporary change of use on the land unit?

YES	NO
-----	----

If so, explain why rezoning is not being considered and supply reasons for the proposed period of the departure.

.....

.....

4. RESTRICTING FACTORS

*4.1 Are there any restrictions in the title deed in respect of the land unit, which may have an effect on this application and which should be lifted in terms of the Removal of Restrictions Act, 1967 (Act 84 of 1967).

YES	NO
-----	----

If so, furnish full details below:

.....

.....

.....

*4.2 Is any portion of the land unit subject to tidal flow or situated under the high-water mark?

YES	NO
-----	----

If so, furnish details:

.....

.....

*4.3 Is any portion of the land unit situated in a flood-plain of a river under the 1 in 50 years flood-line or subject to any floods?

YES	NO
-----	----

If so, furnish details (also refer to section 169A of the Water Act, 1956 (Act 54 of 1956)):

.....

.....

*4.4 Are there any physical restrictions (such as steep slopes, unstable soil formations, swamps, etc.) which could affect the development?

YES	NO
-----	----

If so, furnish full details and state how the problem can be solved:

.....

.....

*4.5 Are there any other restrictions of which you are aware, but which were not mentioned above?

YES	NO
-----	----

If so, furnish full details:

.....

.....

5. POSSIBLE REFERRAL TO OTHER BODIES

5.1 Does the application fall within an area described in a guide plan approved in terms of section 6A of the Physical Planning Act, 1967 (Act 88 of 1967)?

YES	NO
-----	----

If so, is the application consistent with the guide plan proposals?

Supply reasons for answer:

YES	NO
-----	----

.....

.....

.....

*5.2 Is the Subdivision of Agricultural Land Act, 1970 (Act 70 of 1970), applicable to the application?

YES	NO
-----	----

5.3 Is the land unit situated within the boundaries of a nature area reserved in terms of section 4 of the Physical Planning Act, 1967 (Act 88 of 1967), or a mountain catchment-area reserved in terms of the Mountain Catchment Areas Act, 1970 (Act 63 of 1970), or a lake area reserved in terms of the Lake Areas Development Act, 1975 (Act 39 of 1975), or a nature reserve reserved in terms of the Nature and Environmental Conservation Ordinance, 1974 (Ordinance 19 of 1974), or a national park reserved in terms of the National Parks Act, 1976 (Act 57 of 1976)?

YES	NO
-----	----

If so, furnish details:

.....

*5.4 Does the land unit abut on the area of jurisdiction of another local authority or does any other local authority have an interest in this application?

YES	NO
-----	----

If so, state the name of the local authority and its interest in the application:

.....

*5.5 For which population group is the development intended?

WHITE	INDIAN	COLOURED	BLACK
-------	--------	----------	-------

Has the land been proclaimed for this specific population group under the Group Areas Act, 1966 (Act 36 of 1966)?

YES	NO
-----	----

If so, for which population group?

Date of proclamation of group area:

*5.6 Is the land unit situated within 5 km of the border of a national state or an independent state which formerly formed part of the RSA?

YES	NO
-----	----

If so, name state:

5.7 Does the property abut on any national, trunk, main or divisional road or such proposed road?

YES	NO
-----	----

If so, furnish full details (including status of the road and full statutory width):

.....

- *5.8 Is the land unit situated in a metropolitan transport area in terms of the Urban Transport Act, 1977 (Act 78 of 1977)?

YES	NO
-----	----

Indicate under which total floor space category on the table below the proposal falls:

TABLE

Type of development	Total floor space		
	I Small	II Medium	III Large
1. Retail Trade	0 - 2 500 m ²	2 501 - 9 999 m ²	10 000 m ² or larger
2. Office	0 - 13 750 m ²	13 751 - 43 999 m ²	44 000 m ² or larger
3. Industry	0 - 55 000 m ²	55 001 - 179 999 m ²	180 000 m ² or larger
4. Hospital	0 - 13 000 m ²	13 001 - 42 999 m ²	43 000 m ² or larger
5. General dwelling units	0 - 460 units	461 - 1 499 units	1 500 dwelling units or more
6. Hotel	0 - 120 rooms	121 - 389 rooms	390 rooms or more

- *5.9 Is the land unit situated within an area for which a joint committee has been appointed in terms of section 3(1) of the Land Use Planning Ordinance, 1985 (Ordinance 15 of 1985)?

YES	NO
-----	----

If so, what is the name of the joint committee?

.....

- *5.10 Does the land unit abut on or is it affected by a railway line, station or an airport?

YES	NO
-----	----

If so, furnish details:

.....

.....

5.11/...

- *5.11 Are there any conservation-worthy buildings/graves/rock engravings/
archaeological finds on the property including those that have not been
declared national monuments)?

YES	NO
-----	----

If so, furnish details:

.....
.....

- *5.12 Is the land unit situated within 1 000 m from the high-water mark of the
sea or a tidal river?

YES	NO
-----	----

If so, does the proposal comply with the guidelines for development in
the restricted area as set out in Annexure 2 of the Coastal Regulations
(Government Notice R.2587 dated 12 December 1986)?

YES	NO
-----	----

Substantiate the above-mentioned reply:
.....

- *5.13 Does the land unit abut on, or is it in any way influenced by any
property belonging to the S.A. Defence Force?

YES	NO
-----	----

ANNEXURES

Have the following annexures been attached?

Power of attorney	YES	NO	N.A.
Authorisation from mortgagee	YES	NO	N.A.
Flood-line certificate	YES	NO	N.A.
Regional map (See par. 4.1 of the instructions)..	YES	NO	N.A.
Locality map (See par. 4.2 of the instructions)..	YES	NO	
Extract from zoning map (see par. 4.3 of the instructions)	YES	NO	N.A.
Land-use map (See par. 4.4 of the instructions)...	YES	NO	N.A.
Layout plan (See par. 4.5 of the instructions)...	YES	NO	N.A.
Motivation report (see par. 5 of the instructions)	YES	NO	
Title deed	YES	NO	
Any other: State which	YES	NO	
.....			

If any of the above answers are no or n.a., give reasons:

.....

.....

.....

I, the undersigned, certify that the information appearing in this section of the form and the information in the annexures is correct and complete, and that I understand the application. (Please note the contents of paragraph 1.5 of the Instructions).

SIGNATURE:

FULL NAME: DATE:

DATE ON WHICH APPLICATION WAS SUBMITTED TO LOCAL AUTHORITY:

.....

HPL/08bH080m

SECTION B

(SHOULD BE COMPLETED BY THE LOCAL AUTHORITY CONCERNED)

(*Mark the appropriate block with a cross)

1. DETAILS OF LOCAL AUTHORITY

Name:

Address:

Postal code:

Name of contact person:

Telephone no.: Extention:

Reference no.:

2. DETAILS OF PREVIOUS OR ACCOMPANYING APPLICATIONS

- *2.1 Has there been previous correspondence with the Administration in respect of this land unit or a land unit of which this one forms part?

YES	NO
-----	----

If so, furnish all reference numbers of this Administration and the date of the most recent correspondence:

.....

.....

- *2.2 Does the current application also involve an application to the Administration for:

the removal of restrictions in terms of Act 94 of 1987

YES	NO
-----	----

the purchase/sale of land by a local authority

YES	NO
-----	----

the alteration of municipal/local area boundaries

YES	NO
-----	----

the closure of streets/public places

YES	NO
-----	----

an application in terms of any other legislation.

Mention the act concerned:

YES	NO
-----	----

- *2.3 If the answer is YES to any of the above questions, were all the applications advertised simultaneously? (It is required that advertising should be done simultaneously in such cases.)

YES	NO	NOT YET SEEN ADVERTISED
-----	----	-------------------------

- *2.4 Have any of the above applications been submitted to the Cape Provincial Administration already?

YES	NO	N.A.
-----	----	------

If so, state which applications were given and furnish the Administration's reference number(s) in respect of each such application and the date of submission:

.....

.....

3. MANAGEMENT COMMITTEE

Does the area within which the land unit is situated, fall under a management committee?

YES	NO
-----	----

- If so, please attach or furnish the comments of the committee in the space provided:
-

4. ADVERTISING (See sections 15(2)(a), 17(2)(a) and 24(2)(a) read with section 2(1i) of Ordinance 15 of 1985).

- *4.1 Have notices been served on the owners of adjacent properties?

YES	NO
-----	----

- If so, attach a map indicating the names of those property owners on whom notices have been served and a copy of the notice.

- *4.2 Indicate whether it was necessary to advertise in the press and the Official Gazette?

YES	NO
-----	----

- If so, attach a copy of the advertisement.

- *4.3 Have any objections been received?

YES	NO
-----	----

- If so, attach a map indicating the name of every objector on his erf as well as copies of the objections and the comments of the applicant and the local authority on each issue or objection.

5. STRUCTURE PLANS

- *5.1 Is there a structure plan or any other overall plan or policy for the local authority's area of jurisdiction or a part thereof within which the land unit concerned is situated?

YES	NO
-----	----

- 5.2 If so, what is the status of such planning:
-

- 5.3 Furnish any applicable reference number(s) of the Administration in respect of the structure plans concerned and the date of the most recent correspondence:
-

- 5.4 To what extent does the proposal comply with the structure plan?
-

6. APPLICANT'S INFORMATION

*6.1 Is the information supplied by the applicant correct and complete?

YES	NO
-----	----

6.2 If not, describe the true state of affairs:

.....
.....

6.3 Are any problems envisaged with the provision of the following services?

Water	YES	NO
Electricity	YES	NO
Sewerage	YES	NO
Storm water drainage	YES	NO
Refuse removal	YES	NO
Roads	YES	NO

If the answer to any of the above is YES, furnish full details regarding the problem and how it will be solved:

.....

7. COMMENTS OF THE COUNCIL

*7.1 Does the Council recommend the application for approval?

YES	NO
-----	----

7.2 Date of Council's resolution:

7.3 Furnish full reasons for the above-mentioned resolution (on a separate sheet, if necessary).

.....
.....
.....

- If the application is recommended for approval, a list of conditions to which the approval will be subject, if any, must be attached.

8. ANNEXURES

8.1 Have the following annexures been attached?

Comments of the Management Committee
 Map indicating those persons on whom notices
 have been served
 Copy of notice
 Copy of press notice
 Map of objector's properties
 Copies of objections received
 Comments of applicant on objections
 Comments of Council on objections
 List of conditions

YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.
YES	NO	N.A.

8.2 Mention any document/correspondence other than that which has been
 attached and which was not mentioned in 8.1 above:

.....

I certify that the application is complete and correct:

SIGNATURE OF TOWN CLERK/SECRETARY/CHIEF
 EXECUTIVE OFFICER OR HIS DELEGATE

NAME:

DATE: